RSA®Conference2020

San Francisco | February 24 – 28 | Moscone Center

HUMAN ELEMENT

SESSION ID: PART3-W01

Improving Security Awareness with Psychology, Advertising and Analytics

MODERATOR: **Daniel Eliot**
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"Apply" Slide

- **Ask Yourself:** We cannot ignore the human element when designing cybersecurity awareness programs. Does my cybersecurity awareness program account for the complexities of human nature?

- **Ask Yourself:** Is my cybersecurity awareness program designed for behavior change or knowledge acquisition? Both? Neither?

- **Ask Yourself:** Are we targeting the right audiences, at the right time, with the right content? How do we know?

- **Take Action:** Look to other disciplines (psychology, marketing, etc. to inform your approach to cybersecurity awareness. Who, internally or externally, can assist you?

- **Take Action:** The content alone cannot drive a cybersecurity awareness strategy. Evaluate your program. Is it a campaign or isolated modules? Does it have a brand?

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