

Automating Your Awareness Program

Blair Adamson – Telstra's Cyber Influence Lead



WHY 'INFLUENCE'?



COMPLIANCE

Awareness Training



IDENTIFICATION

Web Design & Development

Review & Quality Assurance

Presentation Assistance

Building a Consistent Narrative

Stakeholder Outreach

Events Coordination



INTERNALISATION

Awareness Campaigns

Security Advisories

Video Creation

Visual Communication

Phishing Drills

Threat Reporting & Analysis

DECODED

WE ARE THE HUMAN BEHAVIOUR EQUIVALENT TO A TECHNICAL SECURITY EXPERT



Cyber Security Evangelist Program

(Our version of a champs program)

DISCLAIMER

I claim no personal credit for the content shared within this presentation. The ideas contained in this talk and their application reflect the collective talents of my team.

Cyber Security Evangelist Program



Concept

The program identifies and recognises cyber security **enthusiasts** across the organisation, who act as **ambassadors** by promoting cyber security messages and best practices within their teams and networks.

Push

Evangelists actively **share information** and engage in regular **discussion** on security topics.

The program provides them with monthly **information sessions** from cyber security SMEs and **updates** on key cyber security issues and events.

Pull

The program also provides Evangelists an opportunity to **request awareness materials**, including:

- targeted phishing drills
- tailored briefings
- SOC ride-alongs

Congratulations on setting up your program



WHAT I THINK I DO



WHAT MY TEAM THINKS I DO



WHAT MY BOSS THINKS I DO



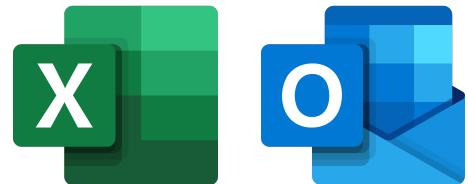
WHAT MY PEERS THINK I DO



WHAT CYBER SEC THINKS I DO



WHAT I ACTUALLY DO



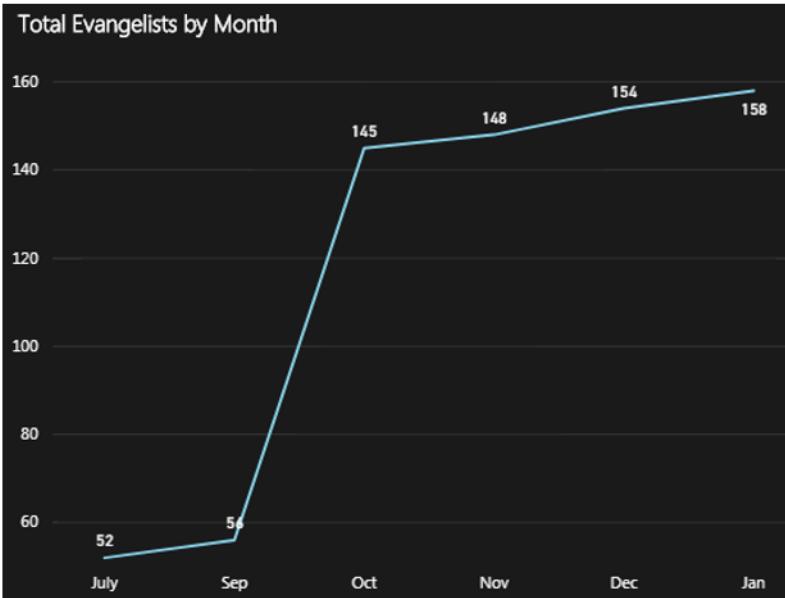
PROJECT GOL

PREMIUM ENTR

STREAMING NOW ON TH

Launched with **50 Evangelists** in Jul 2018

Grew to approx. **160 members** by Jan 2019



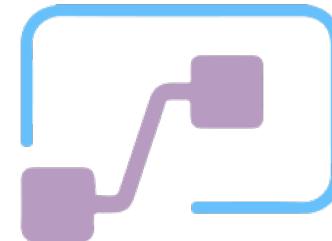
How to scale?



We set ourselves a target to **grow the program** to 250 members by end June 2019.



Build a Knowledge Hub and Communication Site in SharePoint to act as a '**one stop shop**' for Cyber Security Evangelists.



Automate processes using MS Flow to allow us to scale. Specifically:

- Registration and on-boarding
- Order requests and fulfilment
- Event management (monthly information sessions)





Flow

Maddie Sumner
Telstra (default) (Upgrad)

- Home
- Action items
- My flows
- Create
- Templates
- Connectors
- Data
- AI Builder
- Solutions
- Learn

← CS Evangelist - Enrolment Flow (P1)

Your flow is running...

Edit



2. FLOW AUTOMATES EMAILS



! Cyber Influence | ● Sumner, Maddie; ● Stockwell, Jennifer •
Welcome to the Cyber Security Evangelist Program!

10:30 AM



Hello Maddie and welcome to the program

Here is some information to get you started. Check out [Program Overview](#) and our [Tips for Staying Safe Online](#) – feel free to share this with your team. There's also a [Public Version](#) which you can share with your friends and family.

What does an Evangelist do?

All a Cyber Security Evangelist needs is a curiosity in cyber security. We can help you evolve this interest to a practical understanding of how cyber security impacts your life and the world around you. Armed with that knowledge, you can help educate your colleagues, friends and family on how to stay safe online.

This program is voluntary – you can be involved as much or as little as you like. We don't expect you to spend more time than what you have to spare.

Resources:

- Check out our [Cyber Security Evangelist hub](#) (You will have access in 2 days).
- Join the conversation on the [Cyber Security Evangelists Yammer Group](#).
- Visit [Project Wren](#) to learn more about the program.
- Register on [Project Wren](#) to receive new resources.

2B. AND EVANGELISTS!

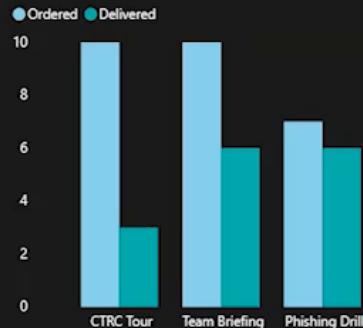
If you have any questions feel free to reach out to [Raine](#). When you're ready, we'd love to know the particular cyber security topics you're interested in, so we can make sure you're getting the most out of the program.

EVANGELISTS DASHBOARD



CYBER SECURITY
EVANGELIST

Merchandise ordered



Event attendance

● attended ● accepted

200

150

100

50

0

50

100

150

200

150

100

50

0

50

100

150

200

150

100

50

0

50

100

150

200

150

100

50

0

50

100

150

200

150

100

50

0

Evangelists by Business Unit

Networks and IT

124

Global Business Services

72

Telstra Enterprise

50

Consumer and S...

24

Product and Tec...

12

Telstra InfraCo

1

Legal and Corpor...

1

Transformation a...

1

Filters

Location

- Adelaide
- Bathurst
- Brisbane
- Brisbane City
- Bundaberg

Business Unit

- Consumer and S...
- Global Business ...
- Legal and Corpor...
- Networks and IT
- Product and Tec...
- Strategy and Fin...
- Telstra Enterprise
- Telstra InfraCo
- Transformation a...

Merchandise by Location

Item ● CTRC Tour ● Phishing Drill ● Team Briefing

15

10

5

0

5

10

15

20

25

30

35

40

45

50

55

60

65

70

75

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105

110

115

120

125

130

135

140

145

150

155

160

165

170

175

180

185

190

195

200

Total Evangelists by Month

350

300

250

200

150

100

50

0

50

100

150

200

250

300

350

400

450

500

550

600

650

700

750

800

850

900

950

1000

1050

1100

1150

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1900

1950

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2100

2150

2200

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2400

2450

2500

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2600

2650

2700

2750

2800

2850

2900

2950

3000

3050

3100

3150

3200

3250

3. WHILE POWERBI SHOWS REAL-TIME STATS



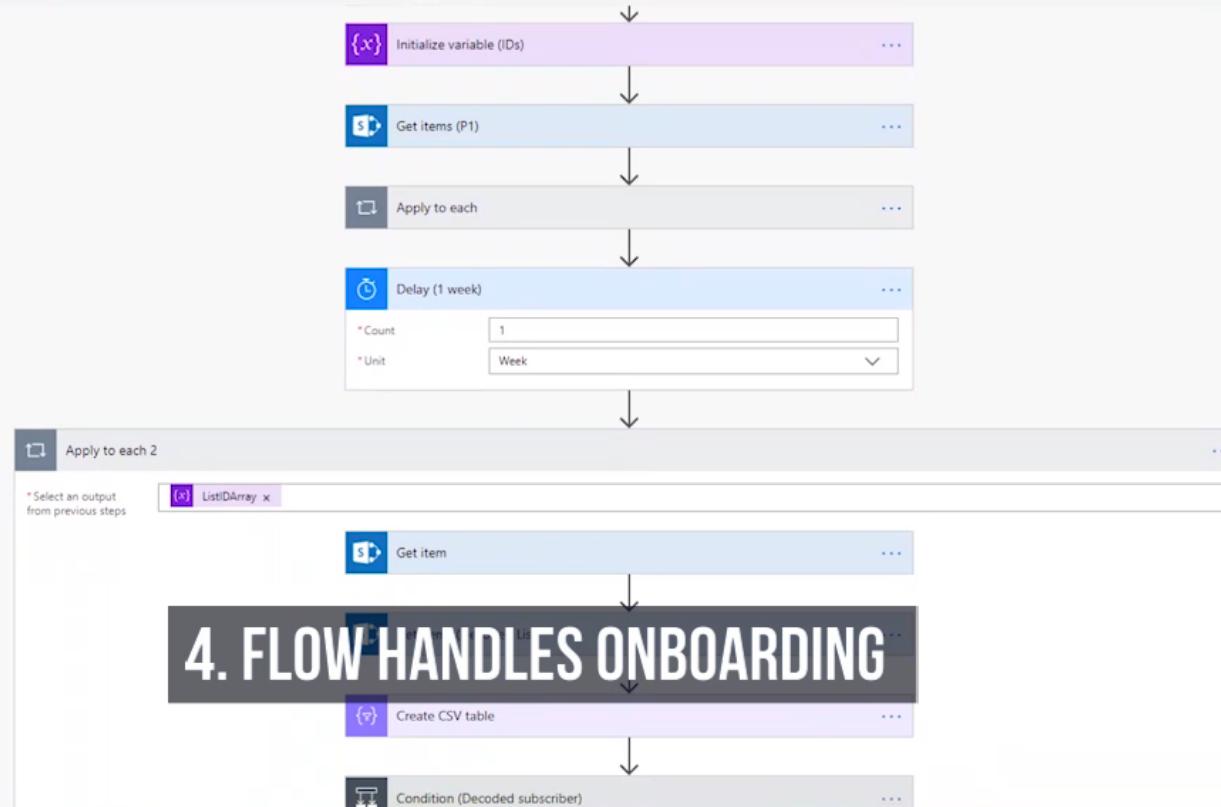
Flow

Maddie Sumner
Telstra (default) (Upgrad)

- Home
- Action items
- My flows
- Create
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- Data
- AI Builder
- Solutions
- Learn

← CS Evangelist - Enrolment Flow (P2)

Save Flow checker Test





Cyber Influence

Quintrell, Steve; Jacob, Ashish

Evangelist resources

Wed 2:56 PM



Hi Steve

We hope you've had a chance to have a look at some of the cyber security evangelist resources mentioned in our welcome email.

Did you know that you can order activities and resources?

You can order a range of activities and resources to boost your knowledge.

You can test your team's defences, learn more about a specific topic and experience a day in the life of a cyber security defender. Simply visit the [order form](#) to book today.

Kind regards,
The Cyber Influence team

5B. AND ADVERTISING INITIATIVES.



Flow

Maddie Sumner
Telstra (default) (Upgrad)



- ☰
- Home
- Action items
- My flows
- Create
- Templates
- Connectors
- Data
- AI Builder
- Solutions
- Learn

← CS Evangelist - Account Status Check

Your flow is running...



6. FLOW MAINTAINS EVANGELISTS

CS EVANGELIST PROGRAM

ORDER PROCESS

SharePoint

Cyber Security Evangelist Program Telstra Internal

Home Overview Order Form Resources Events Yammer Edit

+ New Page details Published 21/05/2019 Edit

Welcome to the Evangelist Program Knowledge Hub

LEARN MORE →

Order Form

Become a Super Evangelist

Resources

Events

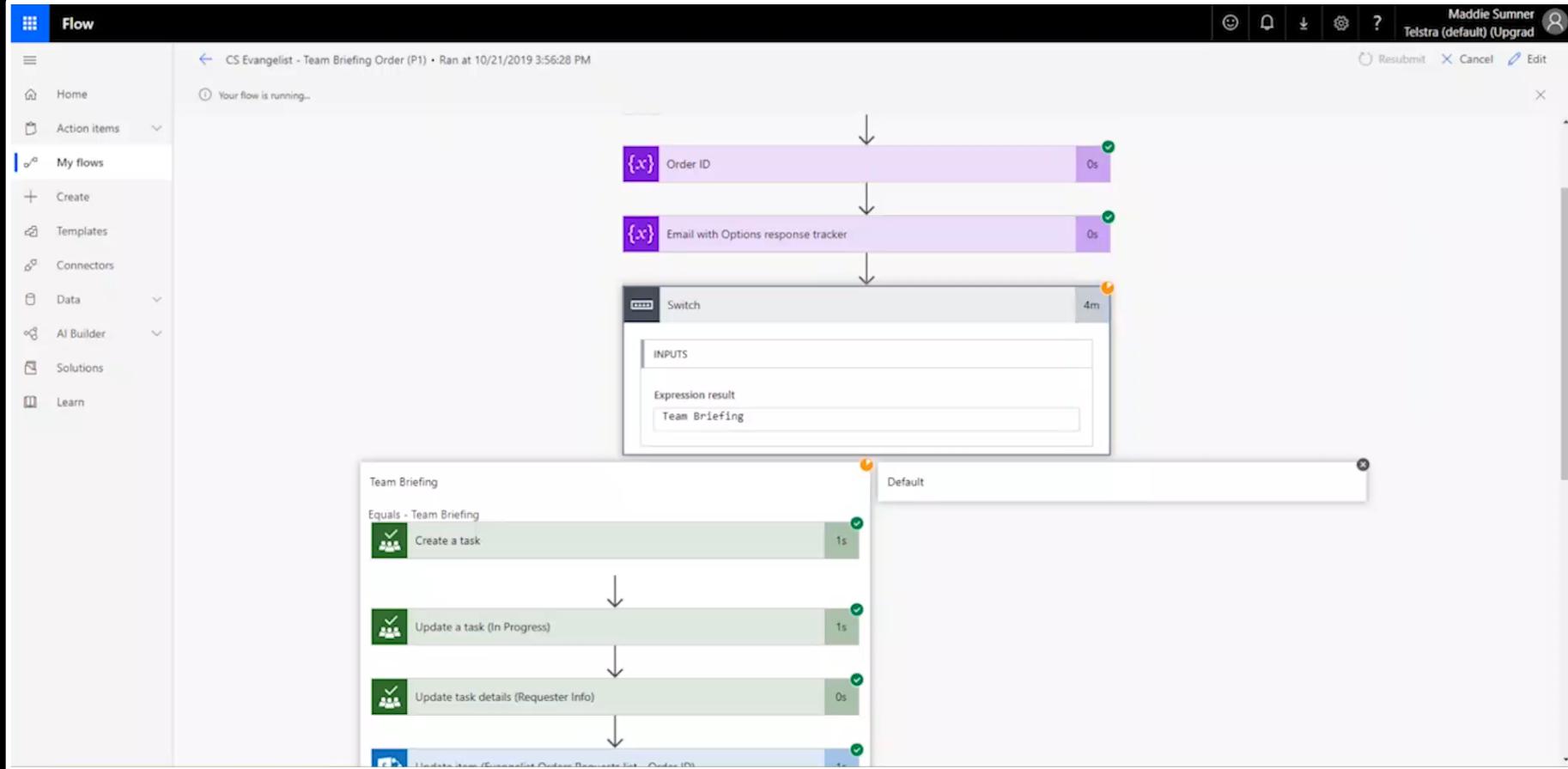
WHAT DO I HAVE TO DO?

The Cyber Security Evangelist Program offers the opportunity to be part of an engaged community of enthusiasts who learn about and share knowledge of all things cyber security.

We'll give you:

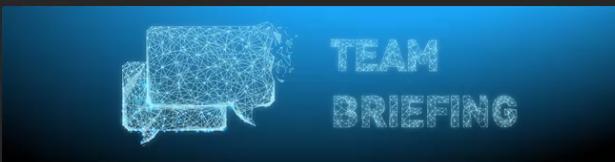
Get the mobile app

1. ORDER IS SUBMITTED



2. USER RECEIVES NOTIFICATION

! Cyber Influence | Sumner, Maddie; ! Cyber Influence ▾
Team Briefing Order - Cyber Security Evangelist Program (Order ID: 100247) 3:57 PM



Hi Maddie

Thanks for ordering a team briefing.

We have received your order and Raine will be in touch with you shortly.

Kind regards,
The Cyber Influence team

3. ORDER IS SENT FOR APPROVAL

Flow

CS Evangelist - Team Briefing Order (P1)

Maddie Sumner
Telstra (default) (Upgrad)

Save Flow checker Test

If yes

Get item (Initial details)

Get task details (Initial details + potential presenter)

Update task details (Initial details + potential presenter)

Send email with options (Blair's Confirmation)

To: Blair.Adamson@team.telstra.com;

Subject: Team Briefing Order - Cyber Security Evangelist Program (Order ID: {x} Order ID x)

User Options: Update

Header Text: Presenter Confirmation - Team Briefing Order (Order ID: {x} Order ID x)

Selection Text: Click UPDATE to proceed

Body:
<p> Hi Blair </p>

<p> We've received a new team briefing order. </p>

<p>

If no

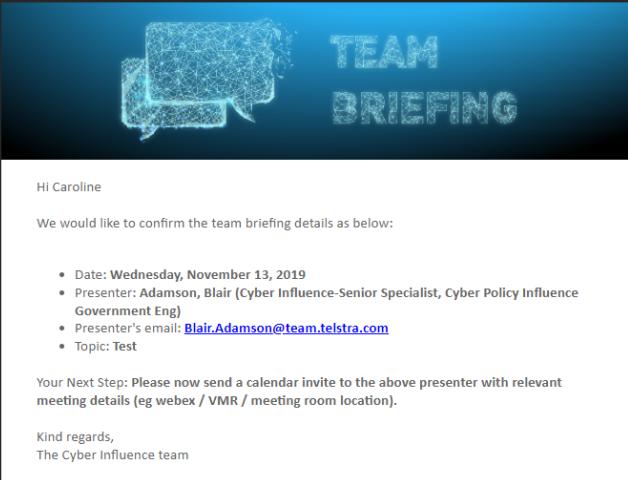
Add an action

The screenshot shows the Microsoft Flow designer interface. A top navigation bar includes 'Flow' (highlighted), 'Home', 'Action items', 'My flows', 'Create', 'Templates', 'Connectors', 'Data', 'AI Builder', 'Solutions', and 'Learn'. The main workspace displays a workflow titled 'CS Evangelist - Team Briefing Order (P1)'. The flow starts with a condition: 'teambrief... is equal to Completed'. If 'yes', it triggers a sequence: 'Get item (Initial details)', 'Get task details (Initial details + potential presenter)', 'Update task details (Initial details + potential presenter)', and finally 'Send email with options (Blair's Confirmation)'. The 'Send email' step is detailed with recipient 'Blair.Adamson@team.telstra.com', subject 'Team Briefing Order - Cyber Security Evangelist Program (Order ID: {x} Order ID x)', and body text including a confirmation link. If the condition is 'no', it leads to a placeholder 'Add an action'. The top right corner shows user information 'Maddie Sumner Telstra (default) (Upgrad)' and status icons for save, flow checker, and test.

4. TASKS ARE CREATED IN PLANNER

The screenshot shows a Microsoft Planner task card for a team briefing order. The card header includes the title "Orders: Sumner, Maddie (Order ID: 100247) - Team Briefing Order" and a note "Last modified 2 days ago by you". Below the header, the task is assigned to "Forrest, Raine" (represented by a blue circle with "FR"). The card displays several settings: "Bucket" set to "Evangelist Program", "Progress" set to "In progress", and "Priority" set to "Medium". The "Start date" is listed as "10/21/2019" and the "Due date" is "Due anytime". A "Notes" section contains detailed information about the briefing, including the requester's details, the team involved, and specific tasks like sending acknowledgement emails and capturing information. Below the notes, there is a "Checklist" section with a placeholder "Add an item". The "Attachments" section has a button labeled "Add attachment". At the bottom, the "Comments" section features a text input field with the placeholder "Type your message here". To the right of the card, a vertical sidebar shows color-coded categories: pink, red, orange, yellow, green, teal, and light blue.

5. USER RECEIVES CONFIRMATION



The image shows an email confirmation for a team briefing. The subject line is "TEAM BRIEFING". The body of the email includes a greeting, details about the briefing, a list of presenter information, and a next step instruction.

Hi Caroline

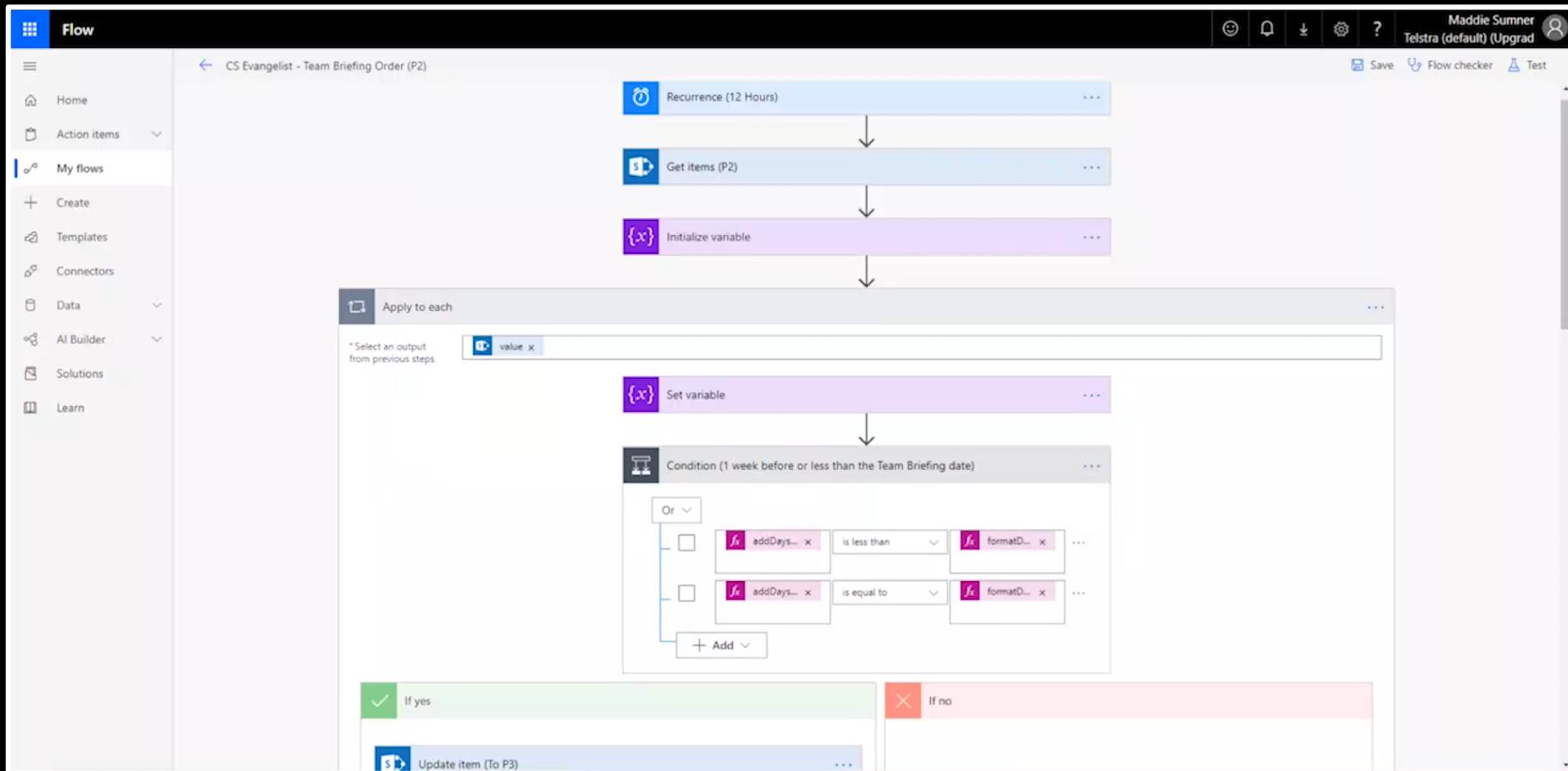
We would like to confirm the team briefing details as below:

- Date: Wednesday, November 13, 2019
- Presenter: Adamson, Blair (Cyber Influence-Senior Specialist, Cyber Policy Influence Government Eng)
- Presenter's email: Blair.Adamson@team.telstra.com
- Topic: Test

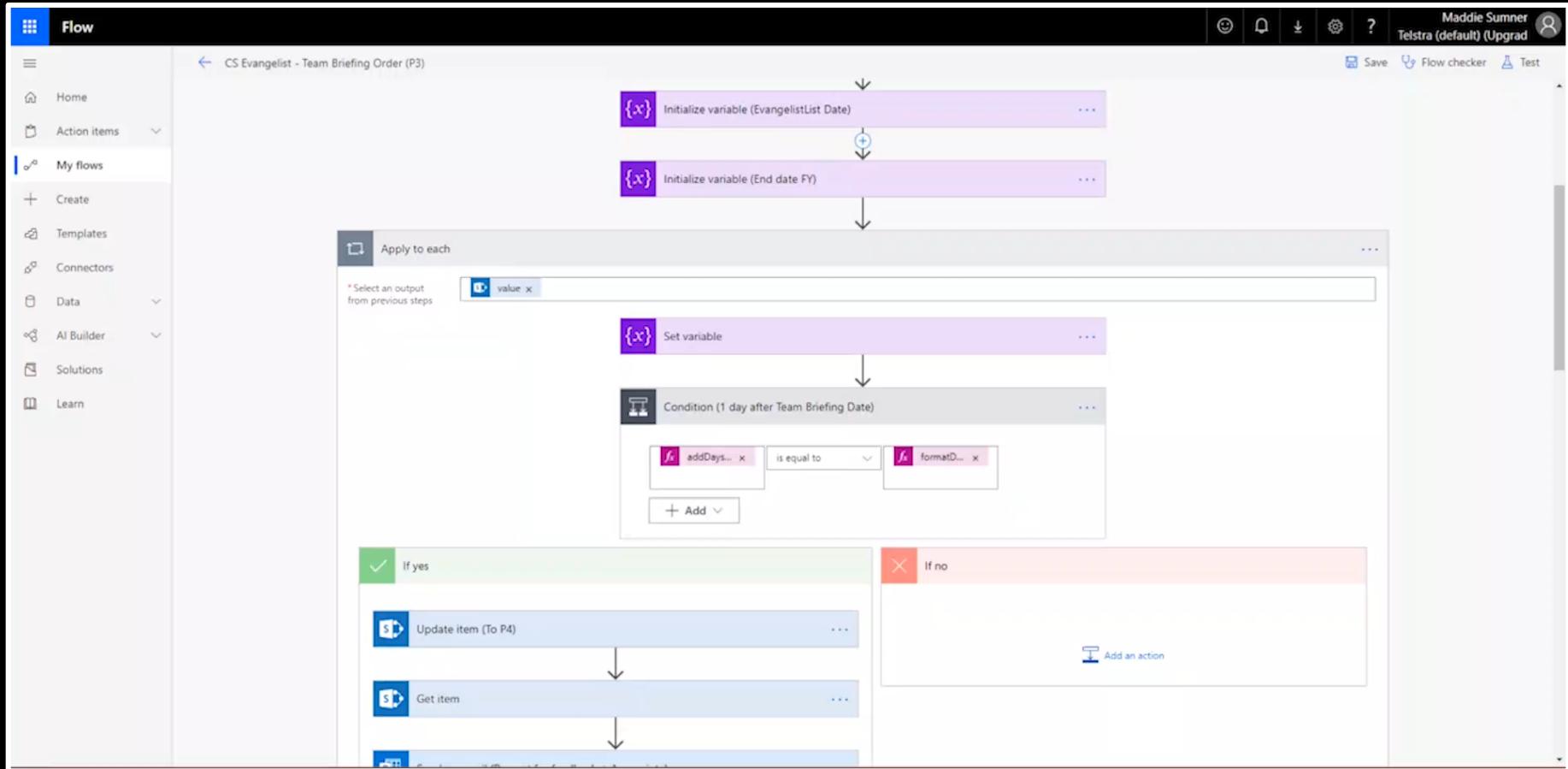
Your Next Step: Please now send a calendar invite to the above presenter with relevant meeting details (eg webex / VMR / meeting room location).

Kind regards,
The Cyber Influence team

6. SENDS OUT REMINDERS 1 WEEK PRIOR



7. AFTER DATE, ASKS FOR FEEDBACK



8. USER RECEIVES POINTS...



Hey Maddie,

Congratulations, you've been awarded 100 points for ordering a team briefing!

All points count, and support you becoming a Super Evangelist!

This is part of our 'Super Evangelist Program'; an extension to our Cyber Security Evangelist Program. Click the link to see your total points.

It's our way of supporting and recognising those going the extra mile to help build a strong cyber security culture here at Telstra.

To keep up the great work, remember to check out our Knowledge Hub for our latest content, and learn how you can earn even more points.

Kind regards,
The Cyber Influence team

Taking our hands off the wheel...



Results & Benefits



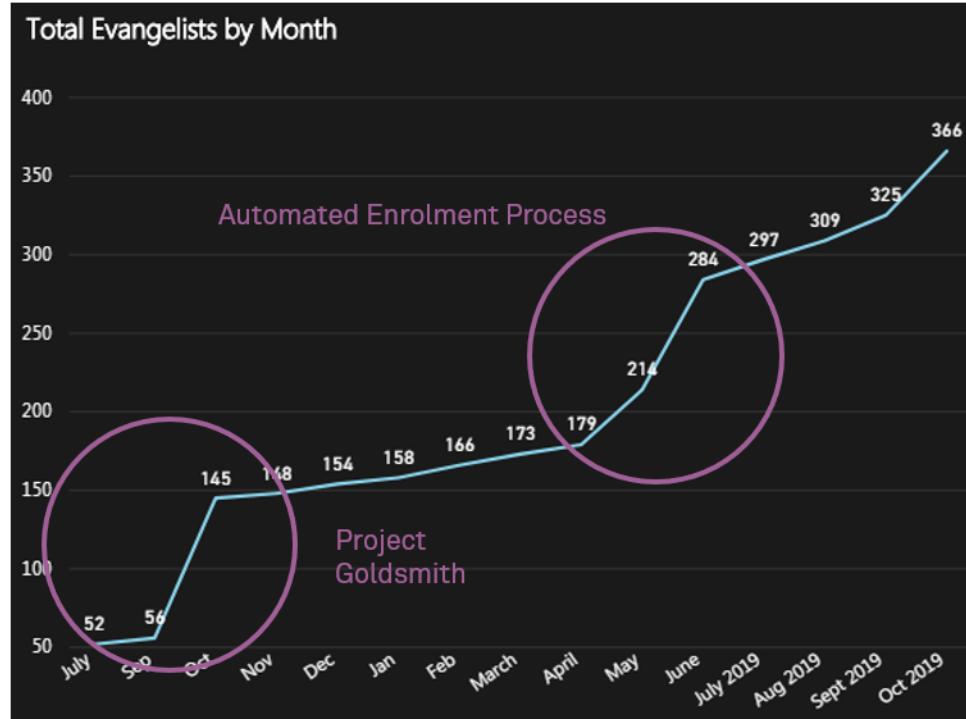
- Scale:** program growth and maintenance not dependant on any individual within the team
- Ability to scale
 - More capacity to absorb unplanned work



- Optimise:** existing processes, features and user experience can be improved
- No longer limited by capacity in team (i.e. enhanced / phased onboarding processes)
 - Real-time visibility of program size and composition, etc.



- Enhance:** minimise boring & repeatable admin tasks, freeing the team up to be more creative
- Less time *administering* the program
 - More time *improving / adding value* into the program





Scale: Geographic & Business Unit breakdown

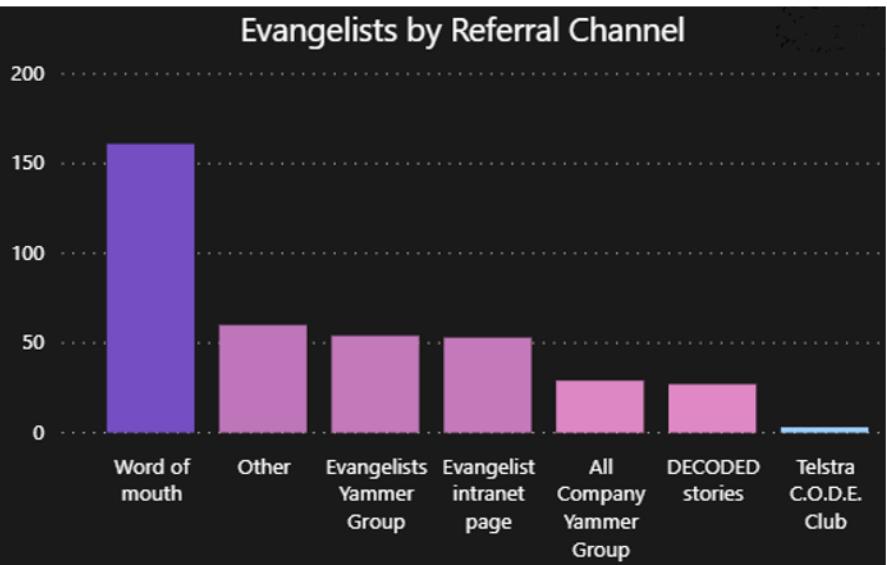


The program now comprises over 700 representatives from all states and territories, 9 countries and all BUs.

Evangelists by Location

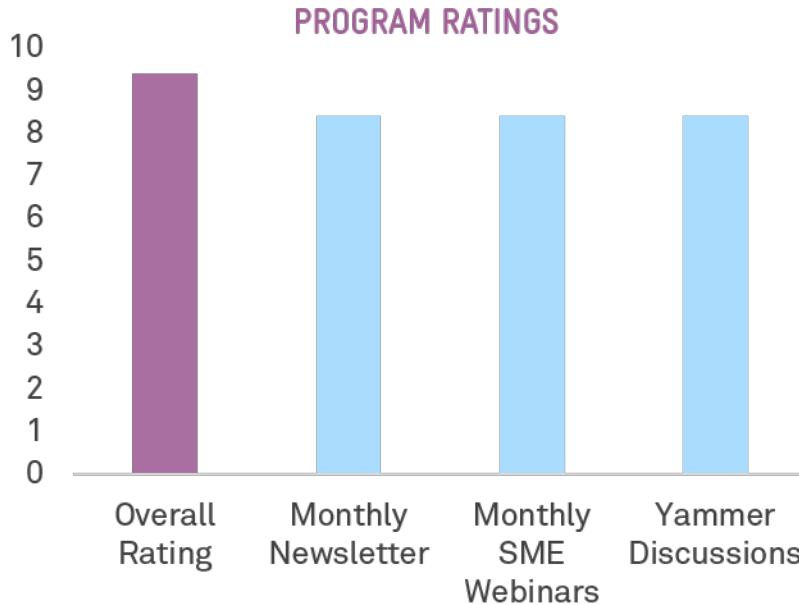


Evangelists by Referral Channel





Optimise: Feedback from Evangelists



The majority of Evangelists have told us they are finding the program **highly valuable**.

What do our Evangelists have to say about the program?

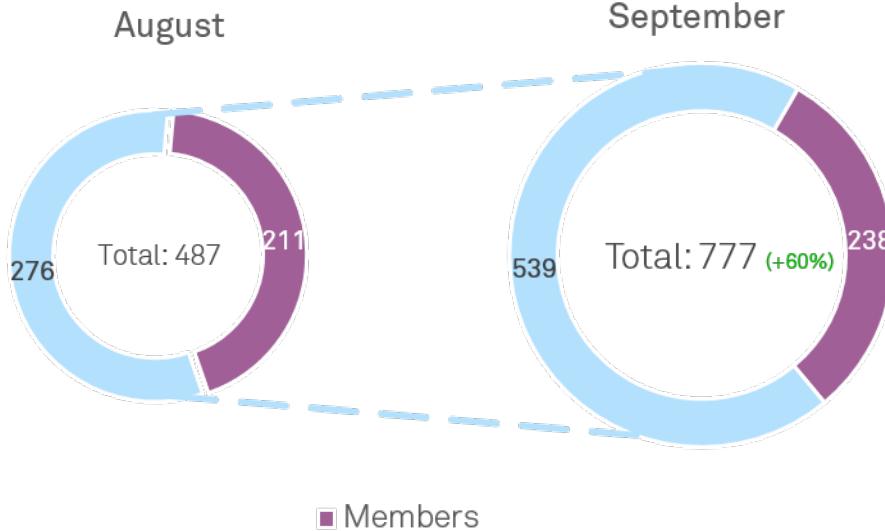
- “ It is not something that I ever thought I would be interested in, but I am loving the things I am **learning** by being a part of this group.
- “ This program is an **effective educational** one so I'd like to see it continue to flourish.
- “ We have established the ground troops, and it's time to get top and middle management leaders to recognise **the importance of the program** and endorse it to everyone in the company.
- “ Keep doing what you're doing.



Optimise: Yammer engagement



ACTIVE PEOPLE



Activity increasing month on month since automation introduced.



The Evangelist Yammer group is **highly engaged** compared to other communities with similar 'SWOOP Analytics Personas'.



Enhance: What next?



⋮

⋮

⋮

Explore opportunities to introduce **gamified** elements to the program to further enhance engagement.



A ‘super evangelist’ feature has been introduced to **recognise** and **incentivise** encouraged behaviours. For example:

- Referrals
- Ordering awareness services
- Subscribing to DECODED
- Downloading digital assets
- Success stories

Process automation means we now spend less time **managing** the program, and more time **enhancing** it.

REWARDING GOOD BEHAVIOUR



Hey Blair,

Congratulations, you've been awarded 50 points for referring James Faulks to the Evangelist Program!

All points count, and support you becoming a Super Evangelist!

This is part of our '[Super Evangelist Program](#)'; an extension to our Cyber Security Evangelist Program. Click the link to see your total points.

It's our way of supporting and recognising those going the extra mile to help build a strong cyber security culture here at Telstra.

To keep up the great work, remember to check out our [Knowledge Hub](#) for our latest content, and learn how you can earn even more points.

Kind regards,
The Cyber Influence team



Hello Caroline,

Congratulations! You've reached the 500 point milestone and now you're a Super Evangelist!

Thank you for going the extra mile to help build a strong cyber security culture at Telstra.

You've now got a new status symbol on your [profile](#) and a place on the [Evangelist Achievements Leader Board](#).

Download your exclusive digital content and specialised educational resources from our Merch Store [here](#).

Keep doing what you're doing – you can still earn points! Now you're a Super Evangelist, we'll let you know whenever an exclusive opportunity arises to engage with Cyber Security.

Meanwhile keep an eye on our [Knowledge Hub](#) and to stay up to date with our latest [Resources](#).

Thanks again for being a Super Evangelist!

Kind regards,

- Cyber Influence team

PROMOTING GOOD BEHAVIOUR

Home Overview Order Form Resources Events Yammer Super Evangelist Management Achievements



Super Evangelist Program

Telstra Internal

★ Not following Share

+ New Send by email Promote Page details

Published 05/08/2020

Why a rewards program?

Our main goal in establishing the Evangelist community was to encourage positive cyber security behavioural change through a grassroots network of influencers strewn across the business.

We've been blown away by what this group has been able to achieve in the short time since we set up the program; the impact many of you have had in your own communities is incredible.

As such, we wanted to find a way to recognise and celebrate those who go above and beyond in their efforts to better secure the online lives of their colleagues, customers, friends and family: hence the Super Evangelist program. 🏆

What's in it for me?

Apart from being able to bask in the public adoration of your peers?

As a Super Evangelist you'll receive a special status symbol on your profile; a spot on our [Evangelist Achievements Leader Board](#); exclusive digital content; opportunities to engage further with Cyber Security, specialised educational resources that can be passed onto family, friends and teams; Appreciate Points; the opportunity to help us construct scenarios for company-wide phishing drills; PLUS executive recognition of your efforts.

If you want to become a person of influence known for building a strong cyber security culture in your team - but aren't sure how to get the message across - check out the [Evangelist Achievements](#) page. We're regularly updating the page with our Evangelists' creative tips, tricks and know-how that you can use as well.

Hey Raine, you've been an evangelist for 42 days!

Points History

50 points - DECODED - Tuesday, September 1, 2020
50 Points - Referral - Wednesday, September 23, 2020
20 Points - eDigital Content - Friday, October 2, 2020

[EVANGELIST ACHIEVEMENTS](#)

[See latest news from DECODED](#)

[Cyber Evangelist Resources](#)

- Achievements – up to 100pts*
- Subscribe to [DECODED](#) – 50pts*
- Visit our [Merch Store](#) to download wallpapers, signature block etc. – 20pts*
- Order a [phishing drill](#) – 100pts*
- Order a [team briefing](#) – 50pts*

*check out the fine print to see the point restrictions on frequency for each activity

Some fine print:

Referrals: you can refer as many people as you like to the evangelist program 😊 However, points are restricted to 5 referrals per Quarter. Also, points are not issued for referring someone from your team (LoB 1). Eg Raine Forrest doesn't get points for referring anyone from National Cyber Security. **Tip:** Tell your nominees to add your name to the referral section when they sign up to the program.

Achievements: are initiatives you've used to educate and inform your peers. We will allocate points at our discretion (up to 100 points per Evangelist per financial year). Why not email us at [1 Cyber Influence](#) to let us know what extra special thing you (or another Evangelist) have done.

Points are only allocated once for a [DECODED](#)

CS EVANGELIST PROGRAM

INCENTIVES

Home Overview Order Form Resources Events Yammer Super Evangelist Management Achievements



Super Evangelist Program

Telstra Internal

★ Not following Share

+ New Send by email Promote Page details

Published 09/10/2020

HEROES ARE AMONG US

Cyber Security *Super Evangelist* Program - Achievements



Callinan, Steve

Super Evangelist

Congratulations to our latest Super Evangelists!

Our latest Achievers:

Need some inspiration on how you can share your cyber security expertise? Check out how some of your fellow Evangelists are spreading the word below:

- **Dan Goad** engaged his **Principal and leadership team** to support him in promoting cyber safe behaviour within FSD.
- **Gordon Liang** reached out to our **2020 Grad community** to let them know about the Evangelist Program
- **Rob Tanner** suggested the Influence Team start a database of **screenshot captures of current phishing/sms phishing scams** (see our [Yammer thread here](#))

Yammer Engagements

[View all](#)

Share something



Downes, Adam

40m ago



▼

Not sure how many people do this, so posting as a Tip.

Where sites enforce a knowledge based question (what was your first school?)
these are utter trash as 2... see more

EXTRA ENGAGEMENT

SIGNATURE BANNER GENERATOR - PROMOTION

SharePoint

MS Merch Store Home Posters Banners Wallpapers Edit

? SM

+ New Page details Published 8/28/2019 Edit

MERCH STORE

CYBER INFLUENCE

Request Cyber Email Signature

... more

Waiting for browser.pipe.aria.microsoft.com...

EXTRA ENGAGEMENT

SIGNATURE BANNER GENERATOR - PROMOTION



Sumner, Maddie on behalf of ! Cyber Influence

✓ Sumner, Maddie

Here's your Cyber Security Banner!

Hi Maddie,

Thanks for using our signature banner generator!

If you haven't already, sign up to be a [Cyber Security Evangelist](#) for exclusive security debriefs, tips & tricks!

Steps to set up your signature:

1. Copy the entire signature below.
2. In Outlook, click File -> Options -> Mail -> Signatures -> New, then paste.

Note it will display incorrectly in the preview box, don't worry, just hit ok twice and it will display correctly in emails.

3. Check that this works by sending yourself an email with the new signature and ensuring your signature has formatted properly and the details are correct.
4. Once you are happy with your signature, open the email you sent yourself on your mobile device, and copy it into the Signatures section of your mail app (please check your own mail app's guide for setting up email signatures).

Your chosen signature: 80s Silhouette ([Download file](#))



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Graduate
Cyber Policy Influence Government Eng
Operations Security and Enablement, Networks and IT

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M [+61 409189201](#)

E Maddie.Sumner@team.telstra.com

W www.telstra.com

DECODED security news
FOR THE LATEST IN CYBER SECURITY NEWS

For the latest in Security News: [Decoded | Security News](#)

This email may contain confidential information.

If I've sent it to you by accident, please delete it immediately

EXTRA ENGAGEMENT

SIGNATURE BANNER GENERATOR - PROMOTION

Super Evangelist Merch Store Telstra Internal

Home Edit

New Send by email Promote Page details Published 10/2/2020 Edit

MERCH STORE

CYBER INFLUENCE

Click 'Gimme' to receive your signature!

Choose Colour

Blue (selected)

Green

Magenta

Telstra International Wholesale InfraCo Plus Foundation

Caroline Nguyen
Cyber Strategy and Engagement
Your department, and Business Unit
P +61 3 86945847
M +61 419 427424
E Caroline.Nguyen@team.telstra.com
W www.telstra.com

More options

Do not include my position

Add an acknowledgement of country

Include my business #

Include my mobile #

Include my pronouns

She/Her, He/Him, They/Them...

Include Super Evangelist badge!

Gimme

DECODED

Stay informed via the Cyber Security 'news service'

Search for and **subscribe** to 'DECODED' on the intranet ***for the latest in cyber security news.***



How I got phished

Tue, 17 Nov 2020 23:15



By Darren Pauli Security Analysis - Senior Analyst

5 Likes 0 Comments



Reporting phishing makes you our greatest defence

They were tiny tweets that sent tidal waves of schadenfreude through the cyber security community. Dodgy apps offering everything from free followers to online discounts had in 2014 begun pumping out scammy tweets in 140-characters-or-less through the accounts of anyone who installed them.

Among the thousands of victims were cyber security experts, some of them of renown and industry prominence, whose accounts began alerting the world to their misfortune through tweeted promises of miracle weight loss and free online coupons.

Cyber security experts had typed the scam messages into their Twitter search boxes and were quick to find and ridicule their peers who had fallen victim and should have ostensibly known better.

But a backlash soon began. Those poking fun were reminded that anyone can fall victim, regardless of their expertise. 'Everyone has a bad day', the hectors were told.

EXTRA ENGAGEMENT

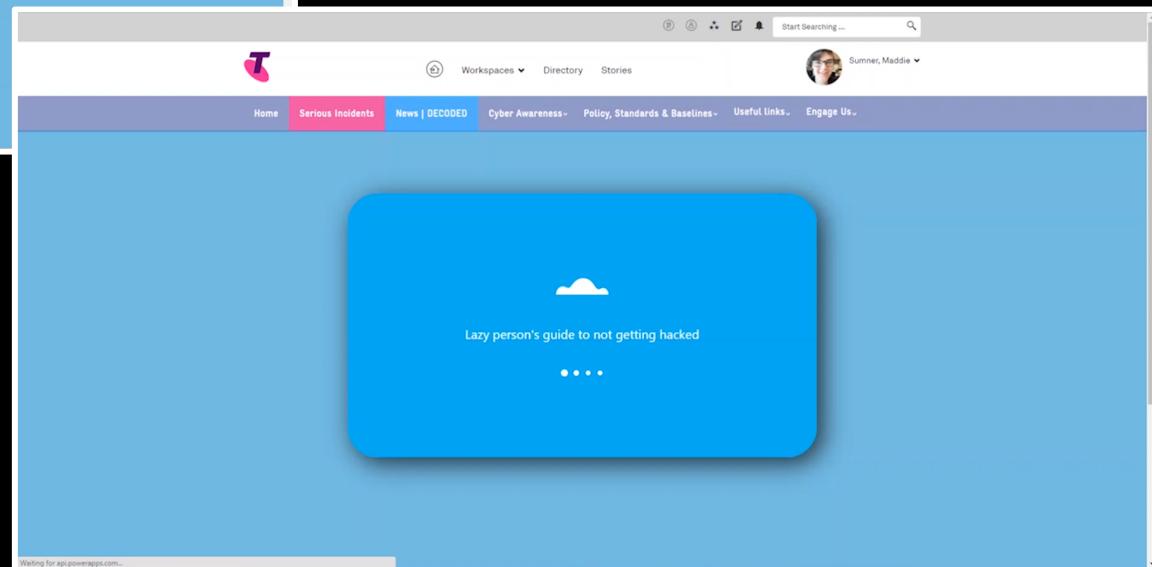
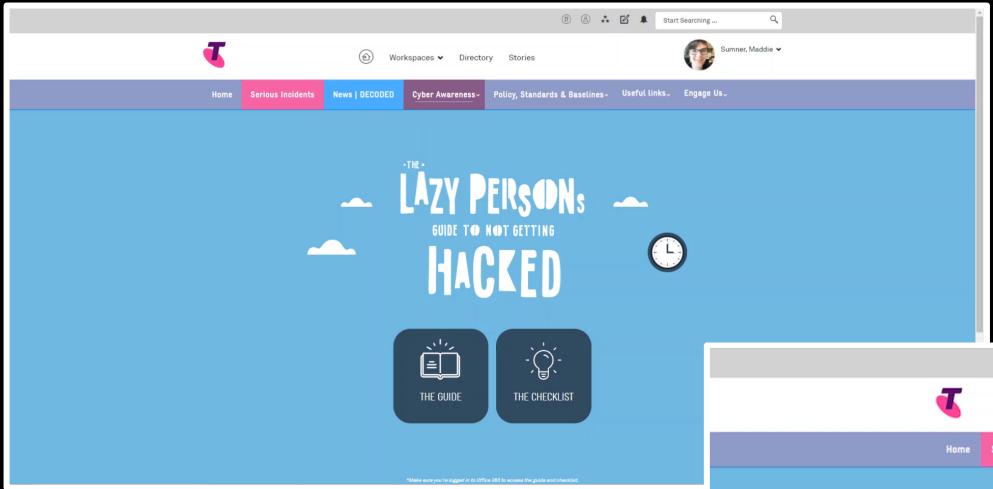
DECODED – SECURITY NEWS

The screenshot shows a web browser window with the following details:

- Header:** A purple bar at the top left contains the text "EXTRA ENGAGEMENT". To its right is a dark grey bar containing the text "DECODED – SECURITY NEWS".
- Toolbar:** Standard browser icons for refresh, stop, forward, back, and search are visible.
- User Profile:** A profile picture of a woman named Sumner, Maddie is shown with a dropdown menu.
- Search Bar:** A search bar with the placeholder "Start Searching ...".
- Navigation Bar:** A blue navigation bar with links: Home, Serious Incidents, News | DECODED (which is highlighted), Cyber Awareness, Policy, Standards & Baselines, Useful links, and Engage Us.
- Main Content Area:** A large banner with the text "DECODED FOR THE LATEST IN CYBER SECURITY NEWS" over a background image of a hooded figure with a question mark on their back. Below the banner, a sub-headline reads "When hackers hack ... other hackers". A bio for Allie Coyne is present.
- Call-to-Action Buttons:** Two blue buttons on the right: "Subscribe to DECODED" and "View All Security News Articles".
- Corporate News Sidebar:** A sidebar titled "Corporate News" featuring four news items with small thumbnail images and titles:
 - Safe hacker profile: Tara Dhamnikota
 - Think you're too smart to be scammed?
 - BlueKeep: We need you to take action now
 - Keeping your privates private

EXTRA ENGAGEMENT

LAZY PERSONS GUIDE TO NOT GETTING HACKED – BEST PRACTICES



EXTRA ENGAGEMENT

LAZY PERSONS GUIDE TO NOT GETTING HACKED – BEST PRACTICES



! Cyber Influence

Sumner, Maddie

You have achieved CYBER EXPERT status

This message was sent with Low importance.

2/10/2019

CONGRATULATIONS!

You have completed all three levels of The Lazy Person's Guide to Not Getting Hacked and are now a **CYBER EXPERT***.



There's only one thing left to do: use your newfound skills to help your friends and family.

As a qualified* **CYBER EXPERT**, you know what you're doing, and they probably don't. Use this guide to help them work their way up to better online security.

- Cyber Influence

*not an official accreditation.

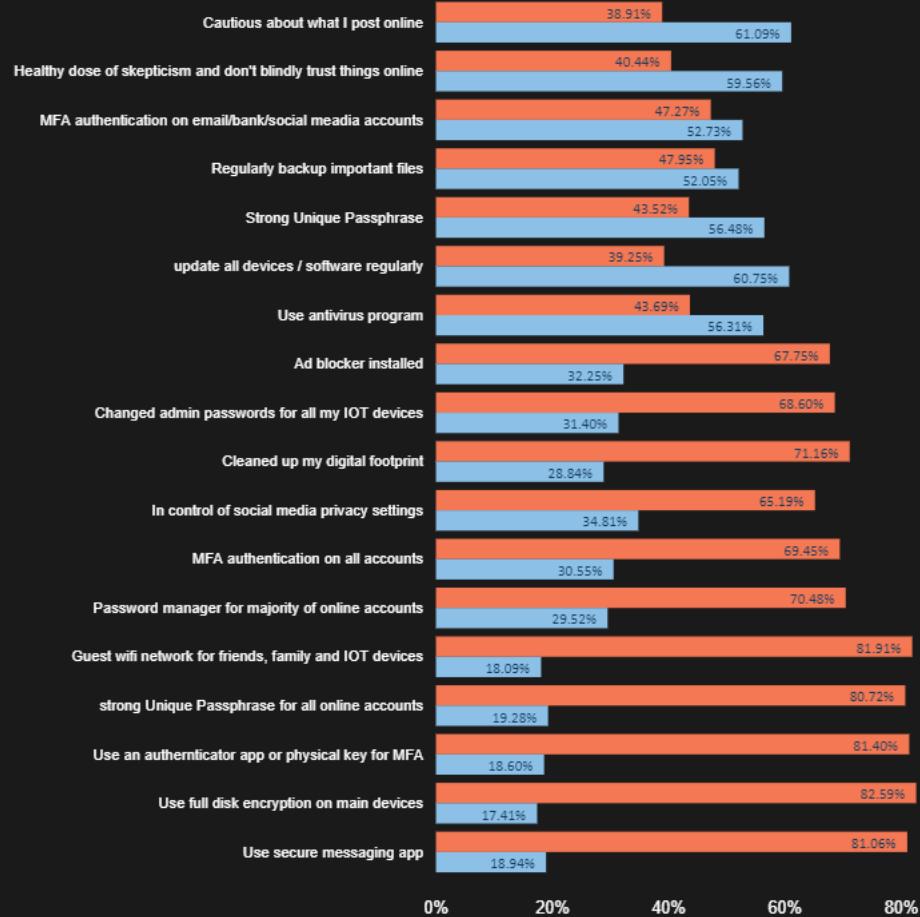
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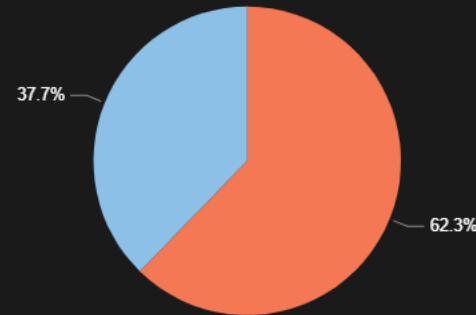


Results per Question

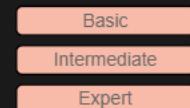


● False
● True

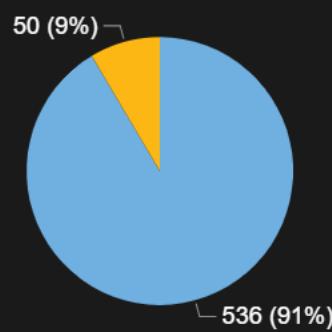
Total Answered



Levels



Total Completed





Thank you