

# Security Awareness Summit & Training

## May the Horse Be With You

Crappy title. Important Concept.

Perry Carpenter  
Lisa Plaggemier

# Security Awareness

## Summit & Training

A dark, monochromatic image of a Trojan horse statue in a field. The horse is made of wood and has a harness. It is positioned in the center-left of the frame, partially obscured by shadows. The background consists of a dark, textured landscape with faint, glowing blue lines and numbers, suggesting a digital or futuristic setting.

WTF?

# *There are Three Realities of Security Awareness*

## REALITY CHECK

1

Just because I'm **aware** doesn't mean that I **care**.

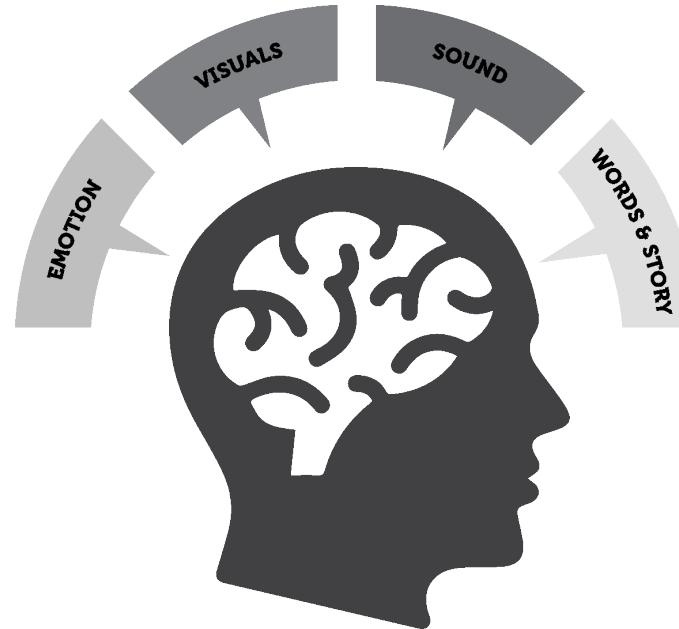
2

If you try to work **against** human nature, you will **fail**.

3

What your employees **do** is way more important than what they **know**.

# Learn from Marketers and Storytellers to Influence Motivation

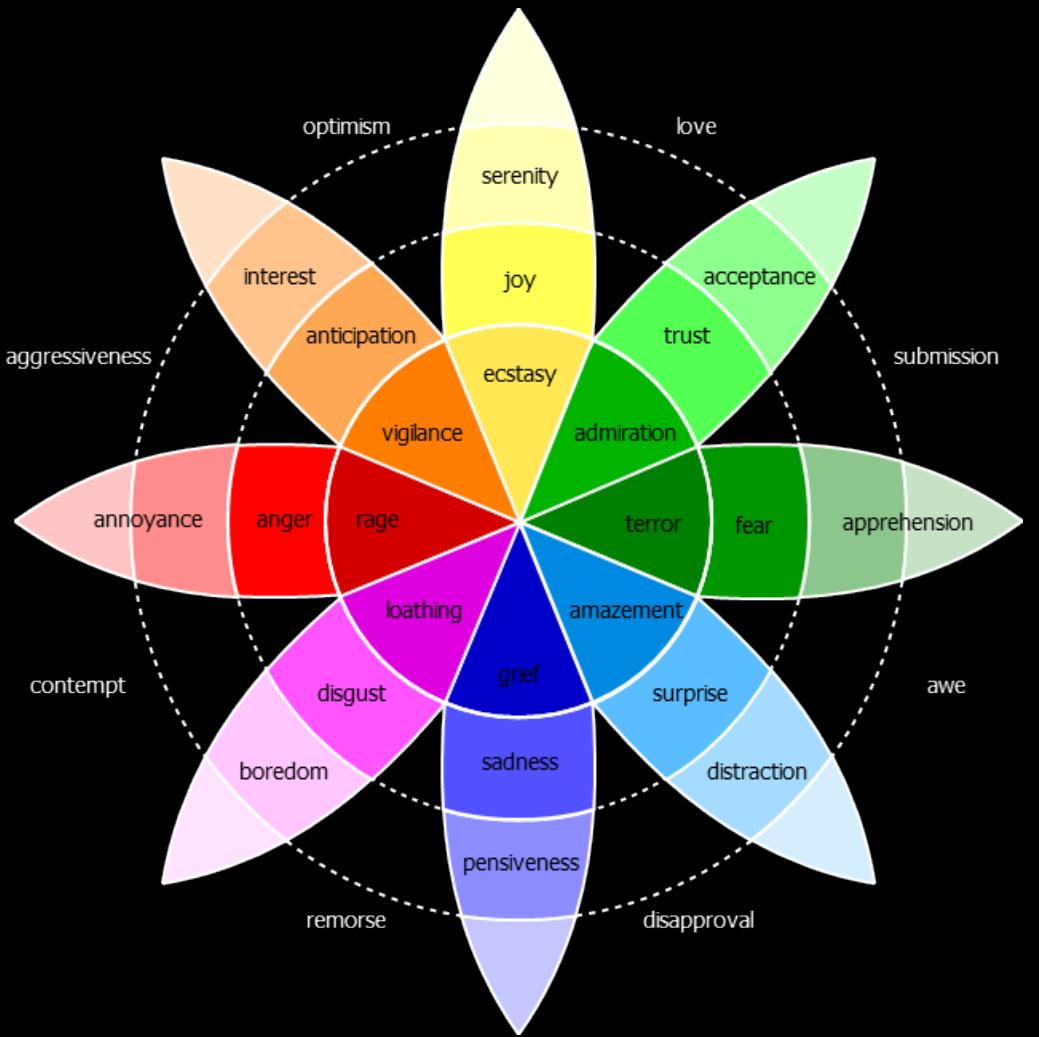


TROJAN HORSES  
FOR THE MIND



*“People are irrational, and they usually make decisions that have nothing to do with facts. And yet we spend most of our time improving our facts and very little concerned with the rest.”*

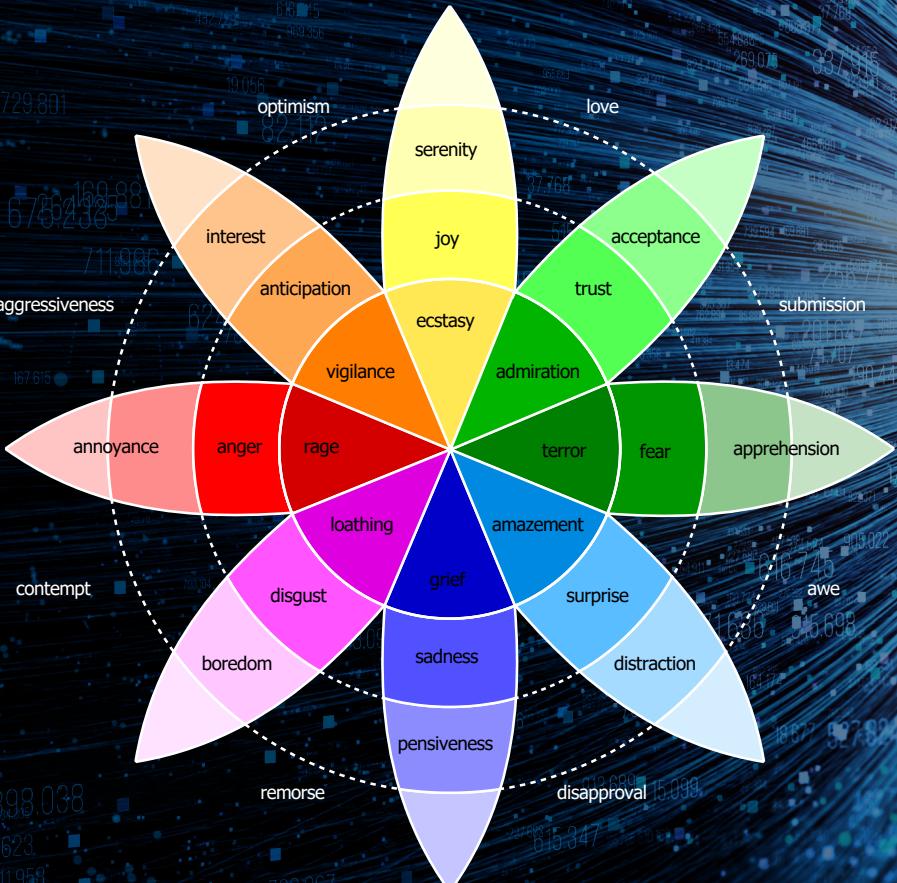
- Seth Godin



trust goes from acceptance to admiration

fear goes from timidity to terror

anticipation goes from interest to vigilance







Visuals

Images are a  
**Compression Algorithm**  
for the Mind

# COLOR EMOTION GUIDE

# OPTIMISM CLARITY WARMTH

**FRIENDLY** CHEERFUL  
CONFIDENCE

# EXCITEMENT YOUTHFUL BOLD

**CREATIVE** IMAGINATIVE  
**WISE**

**TRUST** DEPENDABLE  
**STRENGTH**

**PEACEFUL GROWTH  
HEALTH**

BALANCE NEUTRAL CALM



# Which do you more immediately respond to?

These?

Facebook

Coca-Cola

YouTube

Taco Bell

**Which do you more immediately respond to?**

**Or these?**



You can even remove the names  
and retain the meaning

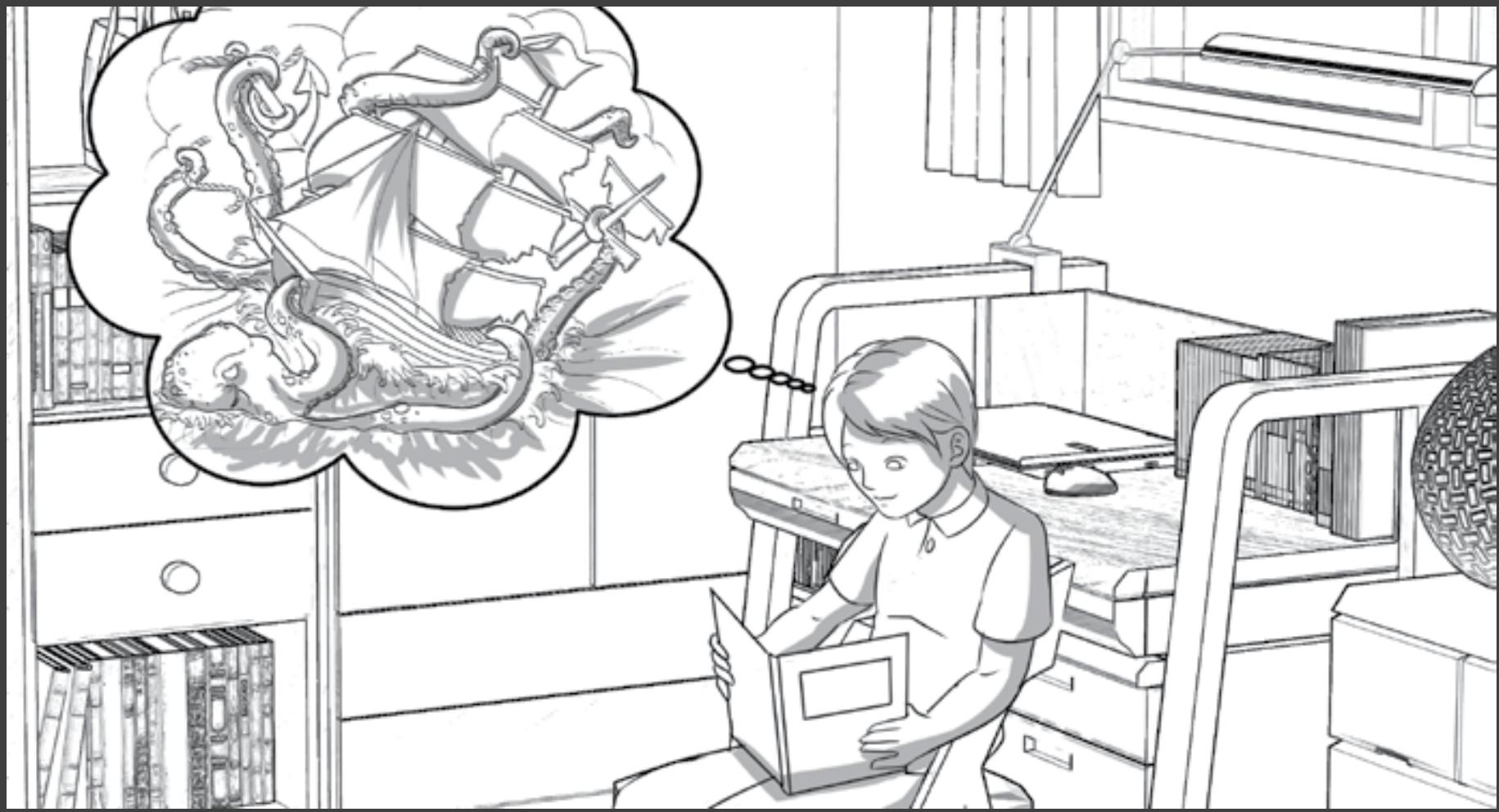


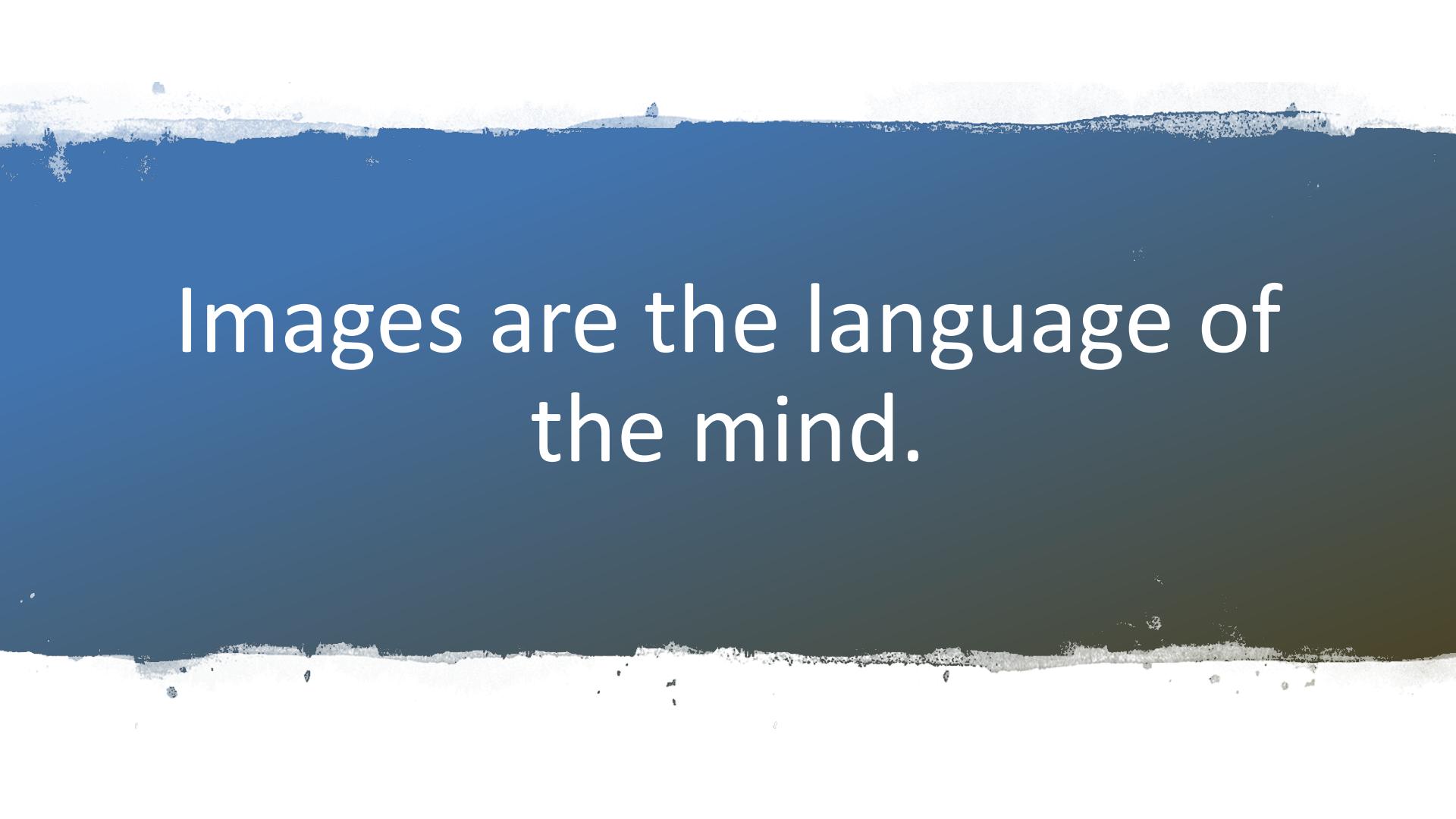
**IBM** **JVC** **CNN** **ASPCA** **NASA**  
**acer** **RCA** **3M** **Canon** **Nikon**  
**Panasonic** **SHARP** **SONY** **NOKIA**  
**Google** **facebook** **flickr** **YAHOO!**  
**VOLVO** **PORSCHE** **Jeep**  
**TOYOTA** **TRIUMPH** **PROGRESSIVE** **nook**  
**TIME** **The New York Times** **Newsweek** **Forbes**

Now for an  
experiment...

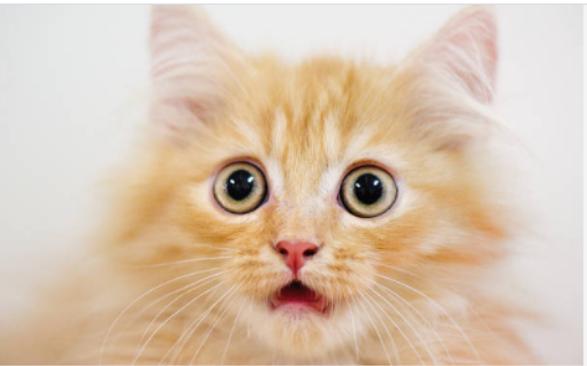
Which is quicker and  
easier to mentally  
process?

*You see a young boy. He's sitting in a chair near a window. Also, nearby is a reading lamp. The boy is reading a story about a sea monster attacking a pirate ship.*





Images are the language of  
the mind.



The Power of Pepsi









BECOME ONE OF THE FRESHEST SMELLING PLACES ON EARTH.

Old Spice

# CYBER SECURITY AWARENESS 101

Use a phrase as your password like:  
cyber\$security\$\$well

Use caution when accessing free wireless networks

Avoid Free Downloads

Make sure you restart your device regularly

Pause. Think. Post.

Be careful when opening email attachments

DUE TO OVERWHELMING DEMAND

# IT'S BACK!

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DIGBY.....902-378-3008

\*STYLES, COLOR AND SIZE VARIATIONS. SOME INVENTORY, DISCONTINUED ITEMS AND BOUTIQUE MODELS.

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\*PRICING IN EFFECT WHILE QUANTITIES LAST.

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No entry fees. No minimum purchase required. See store for details. See all financing options for details. Some products may not be included as illustrated. All goods may not be available in all locations.



Dental care to go.



# This is a mortgage ad.

## How to Play Dominoes

**1.** A domino is a tile that represents the roll of two dice. To begin a game, shuffle the dominoes face down on a table. Two players should each draw a domino and the player whose domino has the highest numeric value will go first. Put the dominoes back on the table to be drawn again.

**2.** After deciding who will go first, each player should draw seven tiles, keeping the value of each domino hidden from their opponent. The first player will place down one domino face up on the table, which starts the "line of play."

**3.** Players will then take turns placing down dominoes so that the adjacent sides of the tiles in the line of play have a matching numerical value. The player who places down their last domino before their opponent wins that game.

**4.** If no players are able to place down their last domino, the players will count up the dots on their remaining tiles and give their opponent a point for every dot on the dominoes they have left.



*Worry less about your mortgage  
and more about your free time.*

*Mortgages made easy.*



[efirstbankmortgages.com](http://efirstbankmortgages.com)

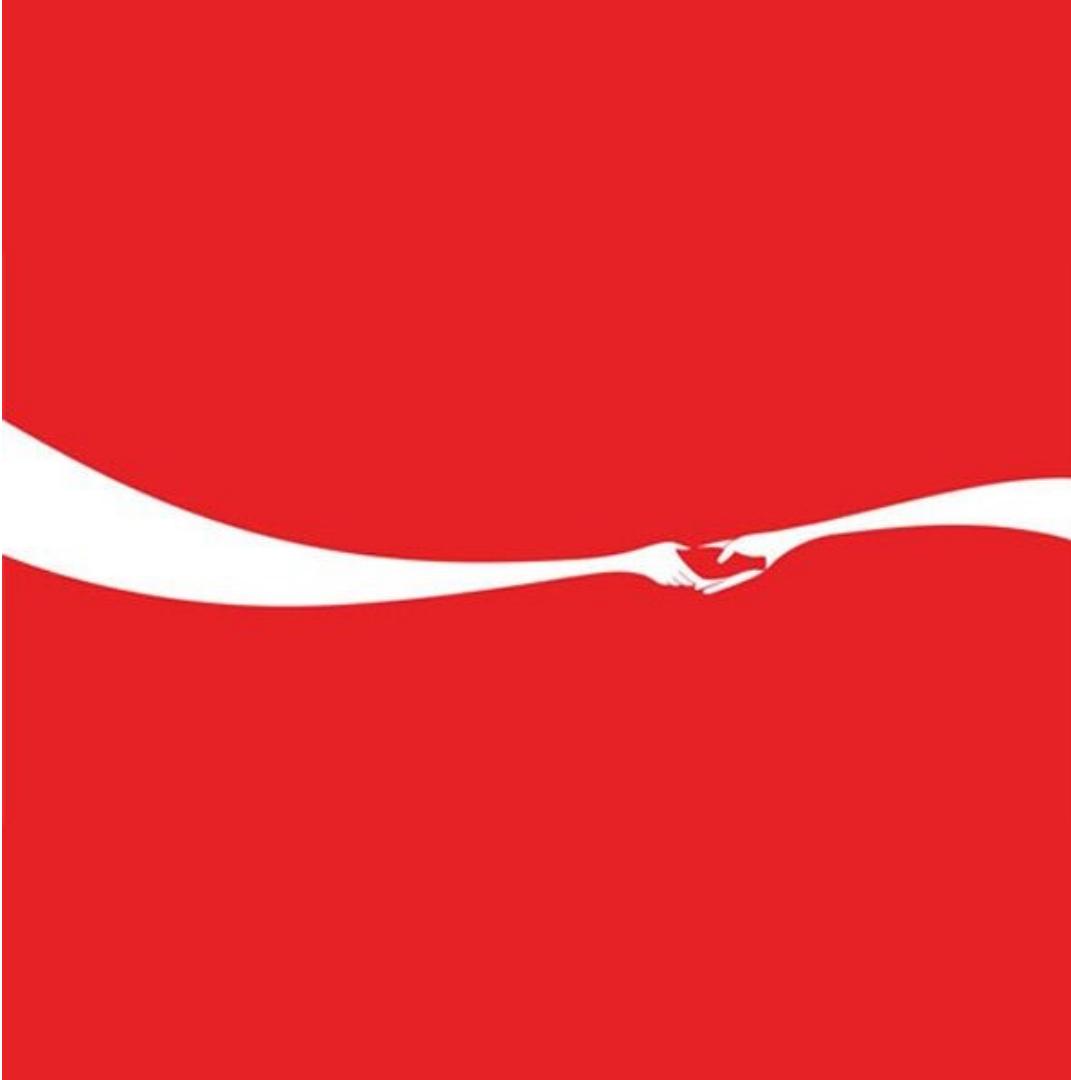
Member FDIC



**cfofee  
tbale**

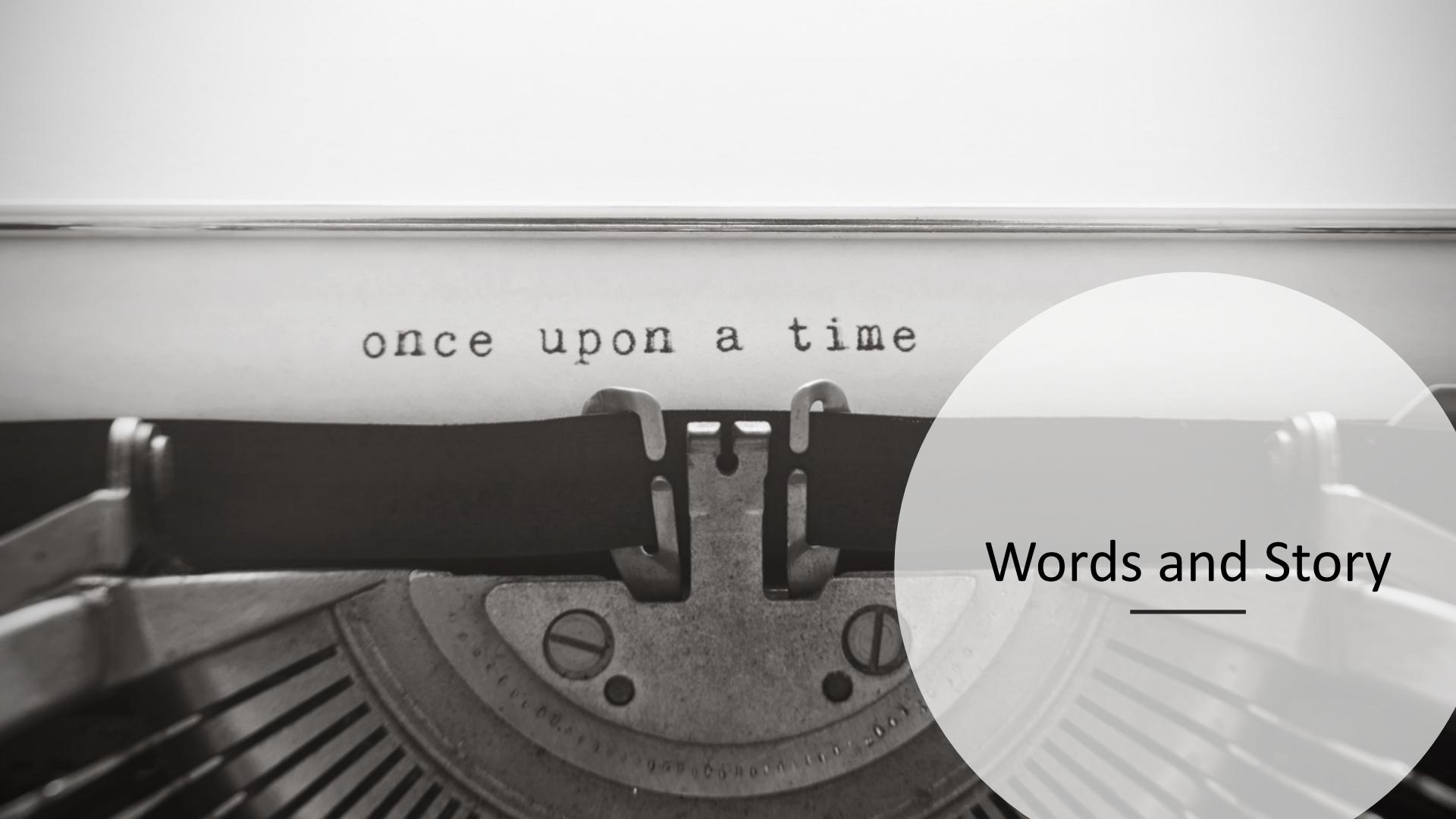
Make Home Fun.





# Sound





once upon a time

Words and Story

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*“Instead of telling a story about how great your brand is, try telling a story that shows you completely understand and empathize with your customer and their life.”*

- Lewis Howes



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