Fear, curiosity, urgency, and greed are all common emotions used by phishers to get users to open files or click on links.

What do they THINK AND FEEL?

what really counts major preoccupations worries & aspirations

Phishing attacks are designed to seem like they are coming from reputable businesses or individuals.

What do they HEAR?

Do not open email

attachments from

unknown senders.

what friends say what boss say what influencers say to change their passwords measures.

the enterprise should do is

Hire a professional Cyber Security Services firm to help.

frequently. Organizations should impose such rules and regulations for safety

> Be aware and give awareness about phishing attack

What do they SAY AND DO?

> attitude in public appearance

behavior towards others

Attacker, gets the user to install malware by when a call-to-action $\ensuremath{\mathcal{W}hat}$ do they is clicked in a communication. In the method, the fraudster entices the user to click on a download link that in turn installs malware.

SEE? environment friends

what the market offers

Always recognise and ignore a phishing email because it was badly written or contained spelling errors

Phishing emails can be almost undetectable by the average user.

Loss of money and loss of personal data PAIN

fears frustrations obstacles

Users can be easily convinced to install malware or disclose information

Use antiphishing protecting and anti-spam software

GAIN

"wants" / needs measures of success obstacles

Phishing simulations are a fast and effective way to educate people and increase alertness levels to phishing attacks.