

Define CS, Fit into CC

Who is your customer ?
Users' login credentials, financial information (such as credit cards or bank accounts), company data, and anything that could potentially be of value.

6. Know what a phishing scam looks like. ...
Don't click on that link. ...
Get free anti-phishing add-ons. ...
Don't give your information to an unsecured site. ...
Rotate passwords regularly. ...
Don't ignore those updates. ...
Install firewalls. ...

5. Traditional Security Awareness methods are broken: successful phishing attacks increase by 46% per year. With phishing threats becoming more dangerous and sophisticated, one-shot anti-phishing training just doesn't cut it.

Explore AS, differentiate

	2. JOBS-TO-BE-DONE / PROBLEMS	9. PROBLEM ROOT CAUSE	7. BEHAVIOUR	
	Which jobs-to-be-done (or problems) do you J&P	What is the real reason that this RC	What does your customer do to BE	
Focus on J&P, tap into BE, understand RC	<p>A great deal of current interest among the research community involves the use of machine learning techniques for recognition, classification, and forecasting. Machine learning techniques can automate anomaly detection by constructing decision surfaces to classify these patterns.</p>	<p>ased method is inefficient in responding to five blacklist can ensure a perfect up-to-date vulnerabilities of the stale lists. Moreover, pa n with varying degrees of accuracy.</p>	<p>7.A measurement for phishing detection is the number of suspicious e-mails reported to the security team. This measurement is designed to evaluate the number of employees who followed the proper procedure for reporting suspicious messages. While this measurement alone is sufficient, an additional measurement can provide more insight.number of employees that clicked the link</p> <ul style="list-style-type: none"> number of employees that entered information 	Focus on J&P, tap into BE, understand RC

I d e n t i f y s t r o n g T R & E M

I d e n t i f

<div>3. TRIGGERS</div> <div>TR</div> <div>What triggers customers to act?</div> <div>.Phishing detection techniques do suffer low detection accuracy and high false alarm especially when novel phishing approaches are introduced. Besides, the most common technique used, blacklist-based method is inefficient in responding to emanating phishing attacks</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>Phished simulations are automatically adapted to every employee, based on their behaviour and susceptibility to phishing simulations.</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>The importance to safeguard online users from becoming victims of online fraud, divulging confidential information to an attacker among other effective uses of phishing as an attacker’s tool, phishing detection tools play a vital role in ensuring a secure online experience for users.</div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>How do customers feel when they face a problem</div> <div>As your customers work from multiple locations including the office, home and on the road, it is easier than ever for cybercriminals to trick them into falling for a phishing attempt. You can help your customers avoid being a victim by sharing these seven tips on how to spot them.</div>		