

KASPERSKY<sup>LAB</sup>

# WINNING HEARTS AND MINDS

*Security Awareness training  
for cybersecurity professionals*



# WINNING HEARTS AND MINDS

Are you a cybersecurity professional?

Do you feel that your business colleagues do not hear your message, or even actively resist you?

Are you struggling to be heard?

Then the Kaspersky “Winning Hearts and Minds” training is for you.

## TARGET AUDIENCE:

- Cybersecurity awareness program managers
- Security officers

## SKILLS GAINED AND INSTRUMENTS LEARNED:

- How to influence users with security awareness messages
- How to overcome resistance and ignorance
- How to achieve up to 90% policy acceptance and compliance.



## Description

The training helps you find the way to the users' hearts and minds. The shift to safer behavior becomes their conscious choice.

The training uses group work to give you an opportunity to see typical "unsafe" situations from different perspectives. You are then able

to structure your message in such a way that stimulates correct choices and shifts the user attitudes.

The training is a part of Kaspersky Security Awareness portfolio, based on CyberSafety Culture methodology.

## Agenda

1. Understanding the user's motivation and behavior,
2. Composing the convincing messages to act safely: the set of interactive exercises, based on the typical user situations (opening attachments, following links, taking confidential data outside of the company, etc.),
3. Conclusions and homework:
  - What work, what doesn't when teaching security awareness,
  - What security awareness trainer should and should not do to make the training effective.

## Results

Participants develop effective forms of information delivery for multiple security-related situations; learn typical mistakes and best

practice deploying awareness materials, posters, articles, email.

## Organization

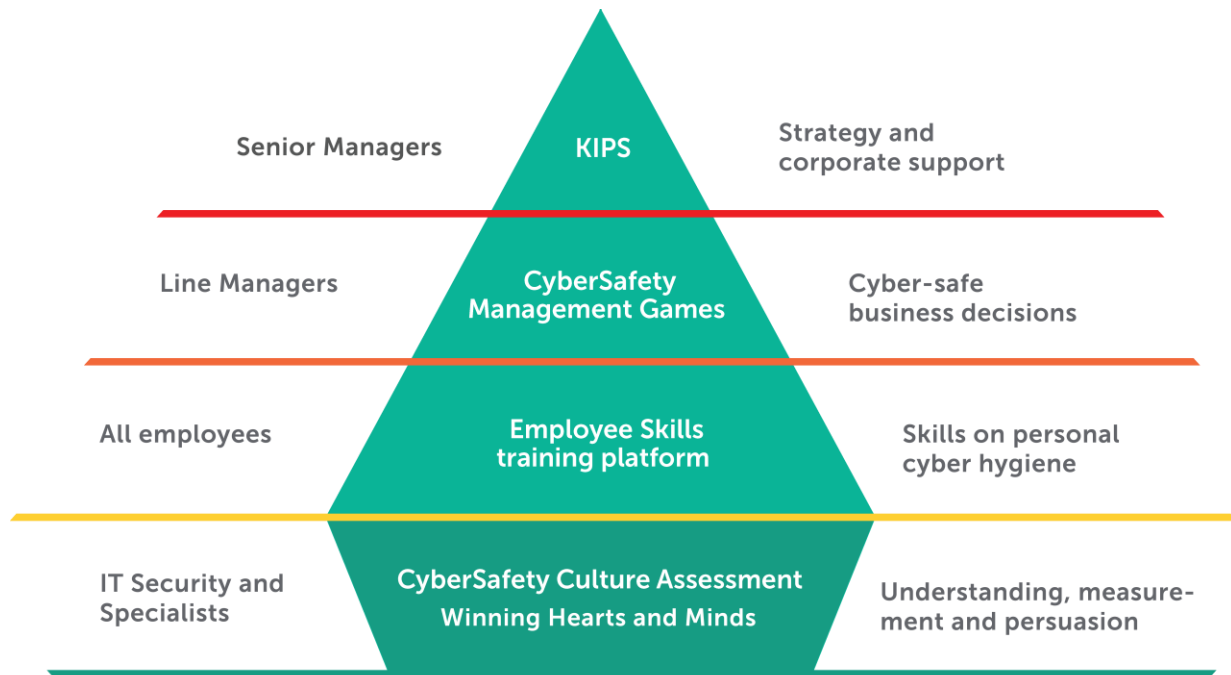
Duration: 4 hours with 1 tea/coffee break

Language: English, Russian

## Kaspersky Security Awareness Training Products

“Winning Hearts and Minds” training is a part of Kaspersky Security Awareness portfolio, based on CyberSafety Culture methodology. CyberSafety Culture is a set of values and attitudes that drives people’s behavior, on an individual or corporate level.

We help customers develop a CyberSafety Culture, under the management of their security and HR teams, through a set of awareness training programs. The training programs utilize gamification and address all levels in the organization structure.



### COMPREHENSIVE BUT SIMPLE AND STRAIGHTFORWARD

- Wide range of security issues
- Familiar environments
- Engaging training process
- Practical exercises
- Language suitable for non-IT people

### BUSINESS BENEFITS

- As much as 93% probability of using the knowledge in the daily work
- Decrease the number of incidents by up to 90%
- Reduce the cyber risk monetary volume by 50-60%
- Translate the cybersecurity from IT-jargon to business language, and get business management involvement
- Get measurable cybersecurity awareness program results
- Provide ROI from investment into the Security Awareness more than 30x times