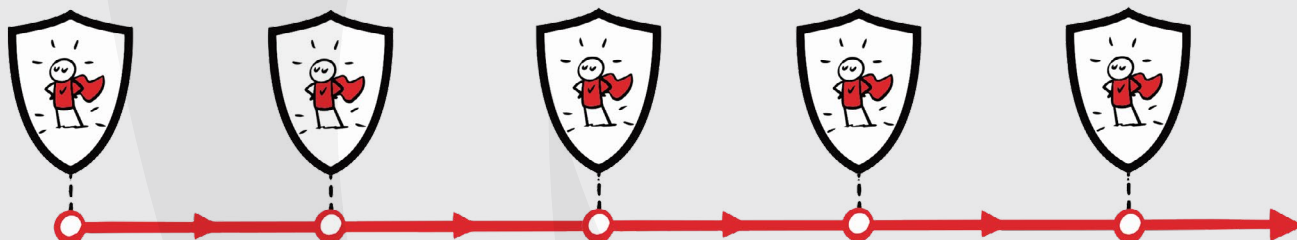# SAFE
REDUCE THE HUMAN RISK IN CYBERSECURITY

Fortunately, we have seen growing attention for the human side of information security in recent years. The penny has dropped; we are not yet completely safe with attention to technology and processes only. What needs to be done to make employees as resilient as possible? People are complex, not one-dimensional and behavior is driven by various factors. In order to have an impact on people, attention will have to be paid to all these factors.

TAKES AWAY BARRIERS

CREATES SAFE BEHAVIOR

Goal

Our vision goes beyond traditional awareness campaigns. After all, practice has shown that the effect of such campaigns is often limited. Awareness campaigns focus on sending knowledge, while people are driven by more than knowledge. In other words; there is a gap between awareness and behavior: knowing what you should do is not the same as actually acting like that! Awareness is indeed important for effective protection against human error, but not the end goal. That is why Secura developed the SAFE program, which is aimed at bridging the gap between awareness and behavior. **The goal of SAFE is therefore to achieve actual behavioral change.**

For more effective protection against human error, Secura combined the expertise of security specialists with the expertise of psychologists (the science of behavior). Psychology teaches us important lessons about behavioral change, on which the SAFE program is based.

The importance of continuous attention

Information security for and by employees is not a one-off project. For most employees, it is not their most important task, so that attention can diminish. **Therefore, continuous attention for the subject is a must.** This should be in a way that stimulates and keeps people on their toes, because it should not be boring.

Also motivation and culture

Helping employees to prevent mistakes consists of more than transferring knowledge. **Psychology teaches us that behavior is determined by:**

Ability - Ability refers to what a person knows and understands about security and about the risks. In current approaches such as e-learnings, drafting new rules and classroom trainings, most of the focus is on knowledge.

Motivation - Is someone willing to perform the behavior? Motivation is the result of various personal factors such as experience (has someone tried it before and how did it go?), attitudes (is someone prepared to do some extra effort in return for more safety), perception, norms and values.

Opportunity - Are people enabled to display the desired behavior? Opportunity is determined by organizational factors. Context and culture are most important here. The culture of an organization has a major impact on behavior.

BEHAVIOR = ABILITY × MOTIVATION × OPPORTUNITY

An employee information security program will only be effective as long as each of these factors is addressed. This is the basic idea of SAFE, which consists of a **basic program for the entire organization in which all three factors of behavior receive repeated attention.** Attention to keeping the necessary knowledge up to date and to boosting motivation and establishing the right culture.

In addition to the basic program, there is a tailored program aimed at specific focus groups. This is what makes SAFE unique. This tailored program is targeted on removing barriers with the aim of creating safe behavior.

The influence of barriers

A logical step (that is often skipped!) towards behavioral change consists of **identifying the barriers for behavior**: what prevents people from behaving in a certain way? By blindly focusing on raising awareness, the assumption is made that people lack awareness. However, often people know what they should be doing, but are held back by something else. Perhaps the wrong example behavior? Or is it not considered important enough? Is there perhaps something technical in the way? Instead of reasoning from solutions ("we do a training, we want an escape room"), SAFE starts with understanding current behavior. Because as soon as it is clear which barrier is still in the way, more targeted support can also be provided in removing that barrier.

Involve your target group

Successful behavioral change cannot be achieved without the involvement of the people it concerns. That is why it is important to **involve the target group from the start**. When setting the main goals, but also when identifying the barriers. A common human mistake is that we jump into assumptions; we soon think we know how others think and will act. Practice often turns out to be more unruly. In the SAFE method, representatives of the target group are involved from the very first moment. So it is a program with and for them.

No 'one size fits all'

As we do not believe in 'one size fits all' solutions, we do not currently know which intervention will be used to achieve the goals for your specific focus groups. The most important thing is that the intervention is aimed at removing the barrier to the desired behavior. **SAFE has a toolkit of a carefully selected collection of different interventions.** These interventions vary according to their topic (e.g., following strong passwords or classification rules), with regard to influencing strategy (e.g., increasing motivating, educating or encouraging), and with regard to resources (e.g., demos, attention grabbers such as posters or video material, or ambassadorship).

Why SAFE?

With SAFE you invest in **creating awareness and achieving behavioral change** that is tailored to the needs of the employees in your organization. As a result, the maturity level of information security increases, making the **organization more resilient against outside attacks.** By choosing the SAFE program, it is also measurably clear, both internally and externally, that privacy and information security are of great importance to you.

SAFE demonstrably makes your **employees more aware and competent** to behave appropriately in case there are attempts by malicious parties to gain access to systems and information. With SAFE, your employees reduce the chance of incidents with a major impact and thus the associated high costs and the risk of reputation damage. In short:

Better SAFE than sorry!

Interested?

Would you like to know more about our services?

Get in touch with us today!

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