

# **Building Cybersecurity Awareness**

**A Structured Approach to addressing  
human related risk**

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# | Meet Mark

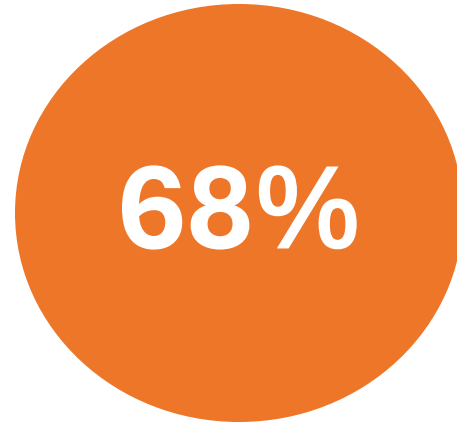


CISO of a university, tasked with raising awareness

- Runs regular phishing simulations
- Created a campaign on using secure passwords
- Organises regular awareness training sessions

Mark feels like he is on top of things

# | Verizon Data Breach Investigation

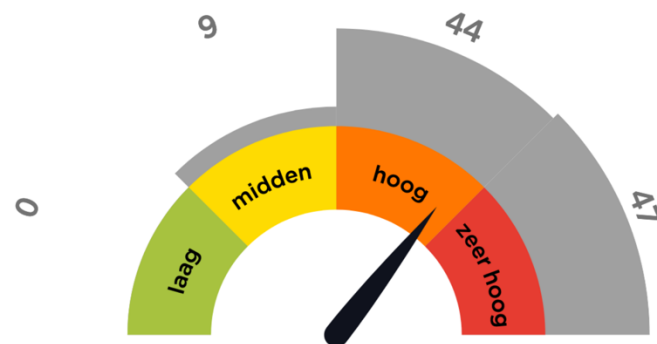


People represent the greatest risk to an organization,  
with humans involved in **68%** of all breaches

- Verizon Data Breach Investigation 2024



# Cybersecurity threat assessment SURF 2023



Onveilig gedrag en gebrek  
aan awareness

“Structural attention for security and privacy is essential for a cyber resilient organisation, and employees play a fundamental role.”

# | Awareness & Training ≠ behavior change



Victims of financial fraud have above average knowledge of finance (NASD, 2006; Moore 2003)

Mandatory personal finance course for people in debt leads to worse financial planning (Braucher 2001)

In order to get visible results we need to use behavior change techniques

# | Human Related Risk



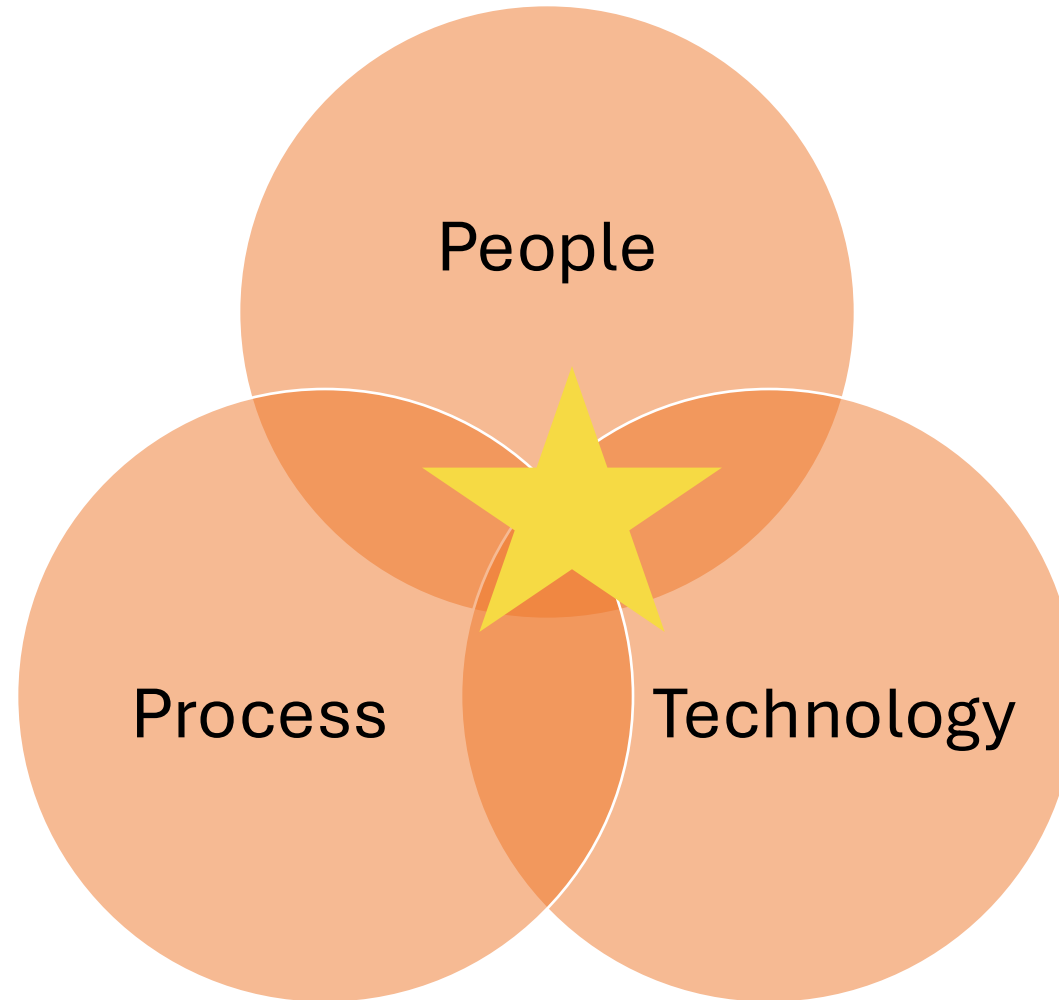
**SURF**

# | Human Related Risk

Reducing cybersecurity and privacy risk by  
addressing human behaviour in a  
consistent and sustainable way

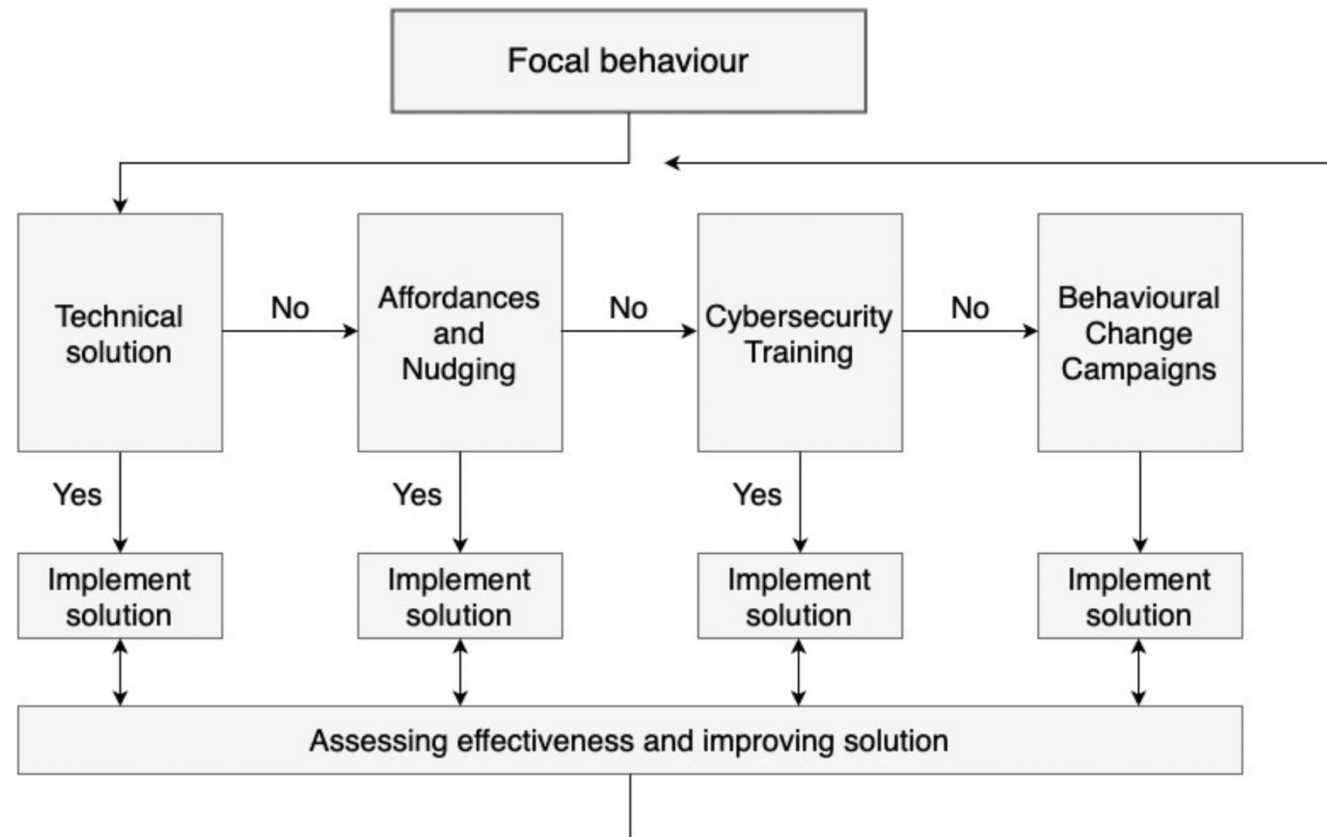


# | People, Process, Technology



# Research suggest a different strategy

## Behavioural cybersecurity strategy

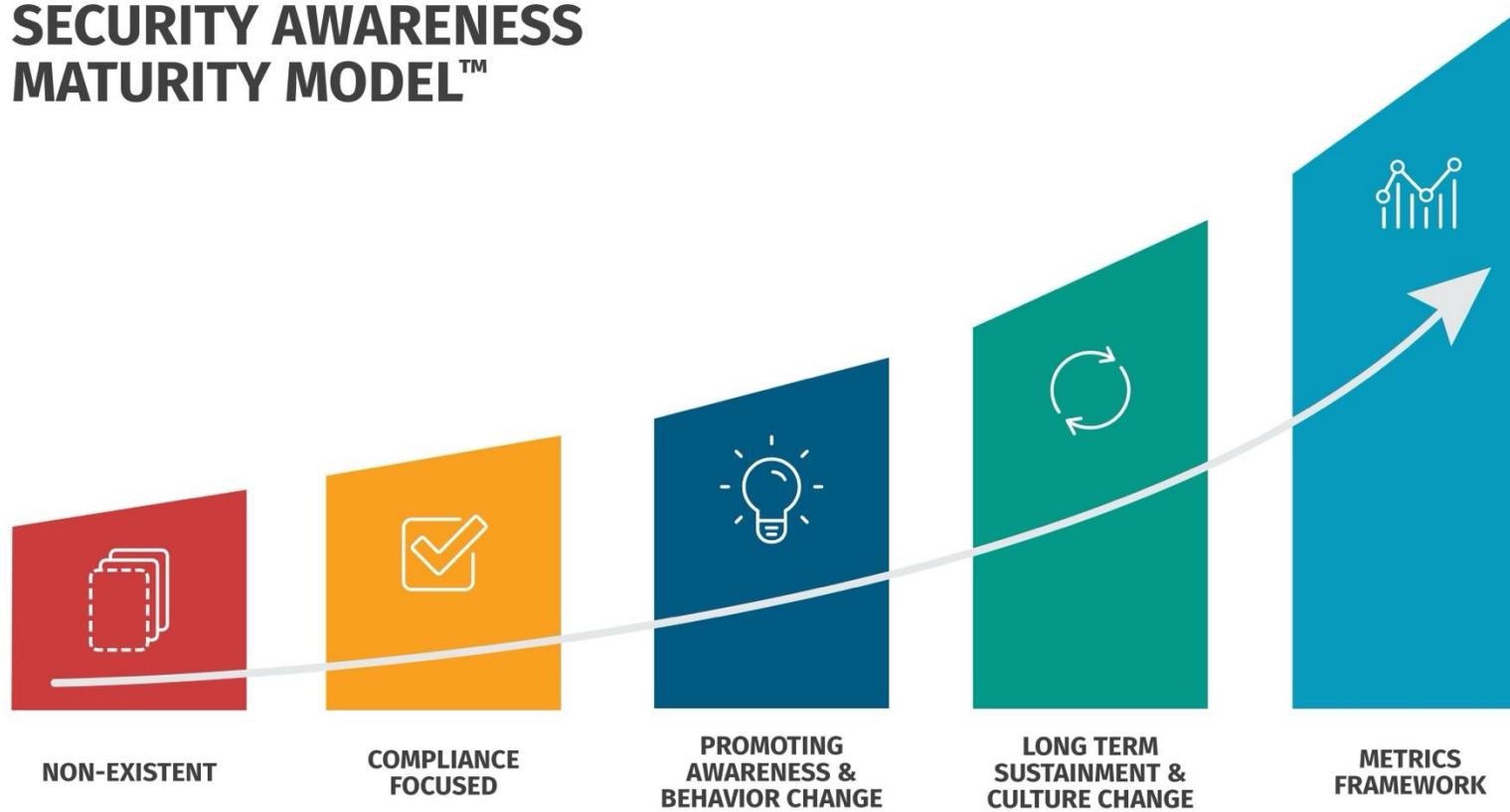


**Grip on  
human risk**



# Awareness Maturity SANS

## SECURITY AWARENESS MATURITY MODEL™



# | Working with Mark and others



With a small representative group we created a 'process for awareness'

We tested this approach in Proof of Concepts with two universities (and more are on the way)

Used the PDCA cycle to improve connection with the rest of the organisation

Asked the researchgroup of University HNL Stenden to validate the process

# | Our challenge

- Support institutions get grip on human related risk
- For all institutions
- A practical approach and concrete materials and tips



Photo by [charlesdeluvio](#) on [Unsplash](#)



# | Process for awareness

Founded on research on awareness and training

Translated to practical use with templates, examples and a training on how to use the model

Adjusted to the goals for cybersecurity and cyberresilience of the Dutch R&E sector (SURFaudit)



# | Wait

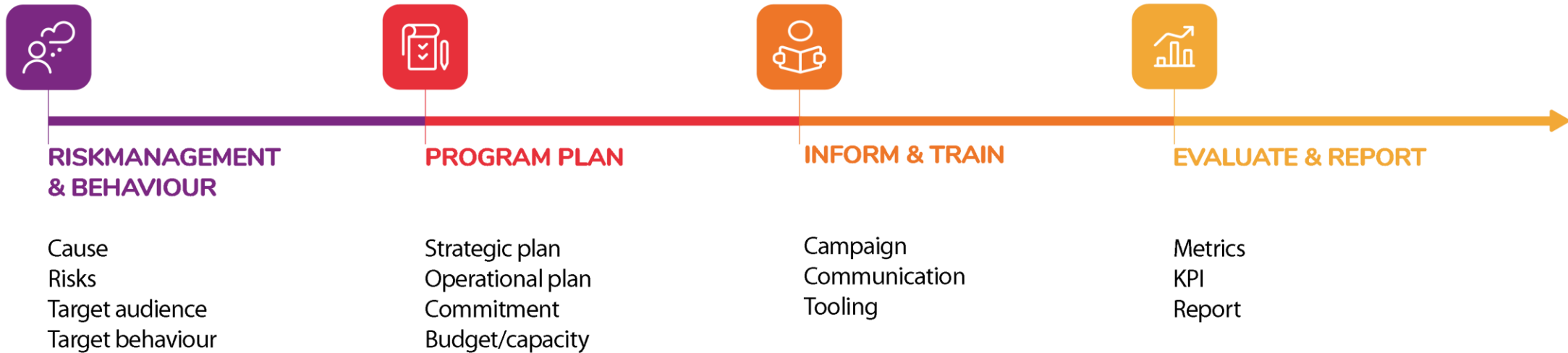


How is theory going to fix Mark's problem?

Yet another model?

Why?

# | A complete approach



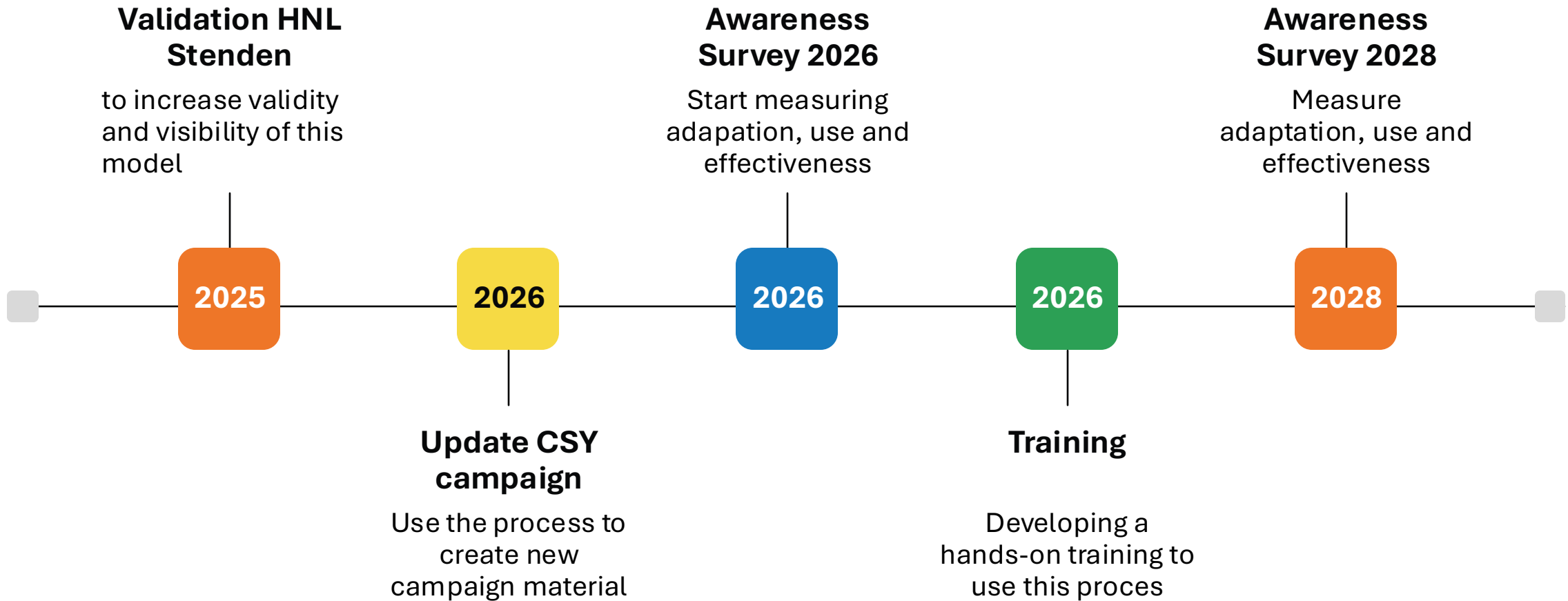
# | Sounds complicated



How are we going to put this process in practice?



# Timeline



# | How about Mark?

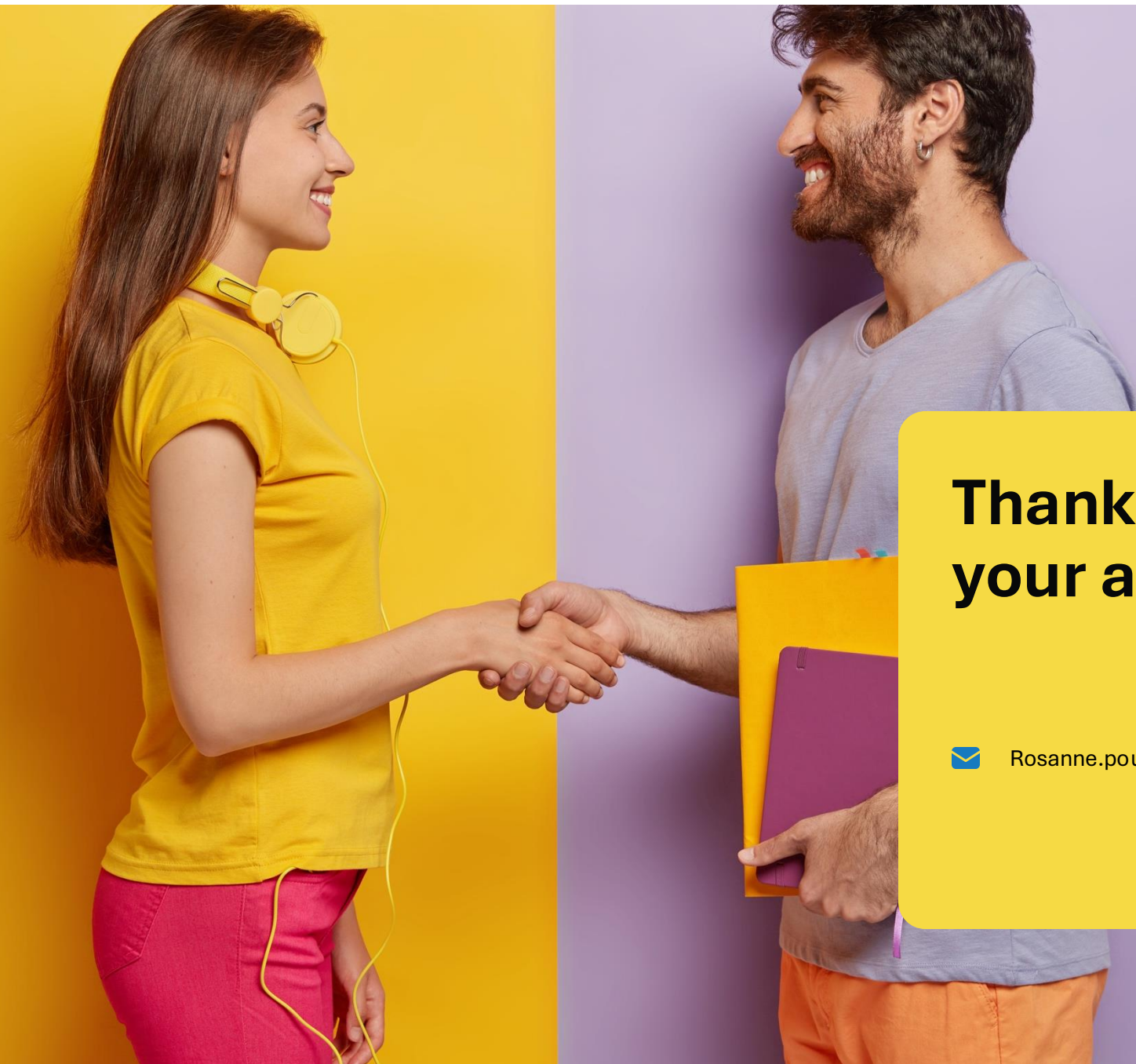


With this process he has the freedom to choose his approach and the structure to build a consistent awareness program

He's getting training on how to use the model, and examples from other institutions

The toolkit continues to be of use

Plus he doesn't have to read tons of research on awareness and behavior change



**Thank you for  
your attention!**

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