Partner Use Case

Allianz

Principle 6 Education

Starting point

Rapidly creating interesting, inspiring, and up-to-date education and awareness material for employees is a constant challenge. The same messages, such as human firewall, can only be repeated so often before people become immune. Material must be fresh, accessible, and fun – always. The target audience needs to recognize the value in the learning provided so that they engage with it rather than making it a box-ticking exercise.

Objectives

The overall objective was to provide basic awareness of cyber risks and our role as a "human firewall". This should be achieved by:

- Making learning interesting, fun, and engaging.

- Adding value to the learning by making it relevant for use at home, for families, as well as for staff.

- Finding a simple and cost-effective method for rapid education development which can be updated regularly, at short notice, and with no special technical equipment.

- Making learning "bite-sized" so that the target audience can learn "on the go" or when they have a spare 3 minutes.

- Creating material which can be easily forwarded to colleagues, family, and friends. In the long term, we would aim to create some modules which go viral.

- Promoting a positive brand association for staff and their families.

Description

We produced a series of videos, max. 3 mins long, on the key topics of basic awareness and self-protection against cyber-attacks. We included topics for the home (e.g. router security and cyber bullying). The videos were very simple, made using a mobile phone, with very little preparation time involved.

Lessons learned/results

The popularity of the videos demonstrated that this approach is effective. In the future we would combine it with some professionally made videos too, possibly creating a regular series on cybersecurity topics using the same approach. It is one way to make cyber awareness accessible, cool, and fun. The staff preparing the videos were also inspired by the approach and demonstrated an unexpected level of creativity.