

# NOTICEBORED

## A fresh approach to information security awareness

### Why do we need information security awareness?

Information has become an extremely valuable business asset but, despite significant investment in technical and physical security controls, information security breaches still cause enormous financial impacts – just read the news! Why is this? It's because **people, rather than technology, are almost always the weakest links**. People do the silliest things and don't always follow the rules (information security policies, guidelines, standards and laws). However, informing employees about the rules and getting them to comply consistently whilst going about their daily activities is no easy matter. The real question is not *whether* to raise security awareness but *how* to do it cost-effectively.

### Conventional security awareness

Most senior managers agree that Something Must Be Done but few appreciate the practical problems involved in raising the level of security awareness. Three common awareness activities are:

- Security policies are approved and mandated by management then circulated in some way. In effect, staff are told to “comply or else”.
- A handful of security posters are put up on the staff notice boards. There is often no clear theme and little if any supporting information.
- New recruits are given a short security briefing session on their first day on site, often by HR.

Unfortunately, awareness activities like these are often treated as discrete events rather than coordinated elements of a structured security awareness program. This **conventional approach to security awareness simply doesn't work**. With limited funding and support from management, the effects on awareness are minimal. If anything, employees learn to ignore the official notices and flaunt the dire warnings. Compliance with policies and instructions is seen as optional not mandatory.

### A fresh approach to awareness

NoticeBored brings a whole new approach to the security awareness problem. Two deceptively simple concepts underpin NoticeBored.

Firstly we treat security awareness as an ongoing program rather than a set of disconnected activities.

*Advice is like snow: the softer it falls,  
the longer it dwells upon, and the  
deeper it sinks into, the mind*

*Samuel Coleridge*

Rather than trying to cover the whole of information security in discrete training or awareness events, we home-in on a single topic each month in some depth. In 'social engineering month', for example, NoticeBored delivers a coordinated suite of creative awareness materials all relating to the subject of social engineering. Month-by-month, we build up a depth and breadth of coverage that completely surpasses traditional awareness programs.

Secondly, we specifically address everyone who needs to know about security (general staff, managers and information technologists) in their everyday language, using modern creative communications techniques and tools. Effective security awareness involves far more than just informing people: we need to get them engaged.

### Climbing the awareness ladder

NoticeBored helps customer employees climb the security awareness ladder:



Firstly, the awareness materials provide interesting information on current security issues so that people appreciate their obligations and responsibilities. Using motivational techniques and a variety of communications formats, NoticeBored builds commitment to information security and persuades people to behave differently. Information security gradually becomes part of business-as-usual. Reducing risks and losses through information security incidents is of course the ultimate objective: the net result of an effective awareness program is that information security becomes a deep-rooted and routine part of corporate culture.

Sign up for our FREE security awareness newsletter at [NoticeBored.com](http://NoticeBored.com)

## What does NoticeBored actually deliver?

**NoticeBored Classic** is our content-only service. Every month, we prepare and deliver by FTP a fresh package of high quality security awareness materials on each information security topic. The materials comprise presentations, briefings, newsletters, posters, mind-maps, case studies, policies, white papers, screensavers, awareness surveys *etc.* in industry-standard editable file formats (e.g. Rich Text Format, PowerPoint & JPG).

**NoticeBored Plus** is a Java application that serves your information security policies, standards, procedures and other awareness materials on your corporate intranet. ISO17799 policy templates are provided along with tools to create, manage and deploy the materials and facilities for creating online lessons and tests linked to the policies. We also deliver the monthly NoticeBored Classic materials free-of-charge to NoticeBored Plus subscribers, forming a comprehensive security policy and awareness solution unmatched by our competitors.

## Target audiences

Three distinct audience groups are addressed:

1. **General employees** are informed and encouraged to act responsibly using straightforward action-oriented language. Posters, presentations, briefing papers, screensavers, case studies and web pages are provided, using competitions and other motivational techniques to increase compliance.
2. **Information technologists** receive white papers, checklists *etc.* covering the technologies and reasoning behind IT controls. Informing and educating IT workers about security makes them more likely to take account of information security requirements as they go about their daily activities, using rather than breaking or bypassing the technical controls. We also advise and guide those tasked with raising information security awareness.
3. **Managers** receive succinct, non-technical materials such as Board and executive briefings, presentations, sample policies and mind-maps. Management roles are discussed in relation to information security and governance, encouraging managers to take an active interest in the controls involving their staff and support the investments in information security.

## Security awareness topics

Around 30 information security topics are covered by NoticeBored Classic modules such as: malware; social engineering; user authentication; email security; software development & bugs; hacking; confidentiality; integrity; availability; physical

security; wireless & mobile working; responsibility & accountability; IT governance; IT auditing; IT asset ownership; Internet security; IT fraud; privacy; security laws standards & regulations; intellectual property protection; information security management; contingency planning and incident management. Interesting new materials and topics are being introduced all the time, reflecting the ever-changing nature of information technology and security risks.

## Getting the message across

Working in conjunction with other corporate functions, information security managers are a crucial part of the NoticeBored delivery mechanism but we recognize how busy they are. NoticeBored Classic releases them from the chore of researching and writing high quality awareness materials, while NoticeBored Plus lets them manage and distribute the materials effortlessly. The time freed-up by using NoticeBored can be spent interacting with end users, IT staff and managers, generally spreading the good word about information security. We even suggest fun activities relating to information security. It's not all hard work!

## Cost-effective control

As organizations invest in information security, there comes a point where additional controls become disproportionately expensive. However, creating a solid security culture through security awareness supplements other security investments. With realistic pricing, an innovative approach and unique features, NoticeBored delivers outstanding value for money and a strong Return On Investment. Anyone can now run an effective security awareness program. With NoticeBored, security awareness is truly ***the most cost-effective move you can take.***

## Special prices

We are delighted to pass-on our low overheads through surprisingly low prices and great value. NoticeBored Classic costs just \$3 per employee per year (minimum charge \$2,000 and discounted further for large organizations). NoticeBored Plus starts at just over \$2 per user per year. Please contact us for a firm price for your organization. Get in touch for more information or to evaluate NoticeBored Classic or Plus: visit [NoticeBored.com](http://NoticeBored.com) or email [info@NoticeBored.com](mailto:info@NoticeBored.com).



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## Notes