Security Awareness Education
The ThreatReady Difference

New Methodology + Implementation Assurance

Employee cyber security awareness is a core element of any cyber defense. Many companies think they have it covered because their employees have had some sort of training—but did it stick? Recent research from The University of Massachusetts Dartmouth shows that over 51% of employees today are not prepared for today's cyber world. ThreatReady offers a new and more effective approach to security awareness training that produces instinctive long-term behavior change.

1 Advanced Learning Techniques Promote Long-Term Retention

Our methodology draws on recent discoveries in cognitive psychology and other disciplines to offer concrete techniques that enable employees to become more productive learners. Company advisor Henry L. Roediger is a Professor of Psychology at Washington University in St. Louis. ThreatReady follows the principles outlined in his book *Make It Stick :The Science of Successful Learning*. The ThreatReady approach applies SCR (Systematic Cognitive Retrieval) to make learning enjoyable.

> " ThreatReady's Cyber Security campaign implements well the principles from the science of learning, ones advanced in my book *Make It Stick: The Science of Successful Learning*.
>
> – Henry L. Roediger "

> " You have a professional, organized and responsive team. The content is creative and refreshing. Your partnership in our awareness campaign strategy is invaluable and is just what we needed.
>
> – Sam Manning, Sr. Manager,
> Corporate Information Security Office,
> Global Information Technology & Service Company "

2 We Cover a Broad Scope of Threat Vectors in a Way That Employees Enjoy

Our wide variety of content teaches employees how to recognize and deal with dozens of threat vectors from proper password management to incident response—and we do it in a way that employees enjoy. Rather than use scare tactics, we have employees work together as a team that cares about cyber security. We use different types of communication to keep campaigns fresh and deliver content through multiple channels, including social media, to engage employees as a part of their everyday routine.

3 Year-round Client Service Eliminates "Implementation Risk"

Many companies buy "do it yourself" training tools only to find that their internal staff, overloaded with projects, fails to adequately implement them. The result can be costly. ThreatReady works with clients to develop a year-long awareness program customized to their specific needs and then we actively help them implement the program throughout the year. Our ongoing service commitment ensures that building a cyber-secure culture is not an internal burden, but a true partnership that creates lasting results.

> " The managed campaign service is critical for taking the work off my plate and has exceeded my expectations! The assistance in customising content specific to our goals and the ongoing guidance... has been extremely valuable.
>
> – Darrell Flinn, Head of Information Security & Risk, Large International Talent Acquisition Company "

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