

# NOTICEBORED

## The creative security awareness subscription service

### 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, often by HR people with other priorities.

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 completely 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 isolated activities.

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, this builds a depth and breadth of coverage that completely surpasses traditional awareness programs.

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

*Samuel Coleridge*

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 your employees climb the security awareness ladder:



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.

Read more about the product and download samples from [NoticeBored.com](http://NoticeBored.com)

## What does a NoticeBored subscription actually provide?

Every month, we research, prepare and deliver a fresh electronic package of high quality security awareness materials on another information security topic. The materials comprise presentations, briefings, newsletters, poster images, mind-maps, case studies, policies, procedures, guidelines, screensavers, awareness surveys, tests *etc.* in standard editable file formats such as MS Word, PowerPoint, Visio and Excel, JPGs and SCRs.

### Targeting three audiences

Distinct audience groups are addressed by three parallel streams of awareness goodies, all covering the same monthly topic but in familiar terms:

1. **General employees** are informed and encouraged to act responsibly using straightforward action-oriented language. Posters, seminar presentations, briefings, screensavers, case studies, glossaries *etc.* are provided, using competitions and other motivational techniques to drive up understanding and compliance. This largely non-technical stream helps staff draw parallels between information security at home and at work.
2. **Information technologists** receive technical seminars, white papers, checklists *etc.* covering the technologies and reasoning behind IT controls. Informing and educating IT workers about information 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 provide guidance to those tasked with running the information security awareness program.
3. **Managers** receive succinct, non-technical materials such as Board and executive briefings, presentations, policy templates, metrics and mind-maps. Management roles and responsibilities 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 40 aspects of information security have been covered so far by NoticeBored, including topics such as: viruses; social engineering; phishing; email security; software development & bugs; hacking; office and physical security; wireless & mobile working; governance, responsibility & accountability; IT auditing; Internet security; IT fraud and trust; privacy; compliance with security laws, standards & regulations; intellectual property;

information security and risk management; contingency planning and incident management; and cloud computing.

Interesting awareness materials and new topics are frequently introduced, reflecting both the ever-changing nature of information technology and the associated security risks, and the innovation and creativity that characterize NoticeBored.

### Getting the message across

Working in conjunction with other corporate functions, your information security people are a crucial part of the awareness delivery mechanism but we recognize how busy you are. NoticeBored releases you from the chore of researching and writing high quality awareness materials. The time freed-up by using NoticeBored can be spent interacting with staff, IT people and managers, 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 a strong return on investment. Even with limited resources, anyone can now run an effective security awareness program. With NoticeBored, security awareness is truly ***the most cost-effective move you can take.***

### Real value for money

We are delighted to pass-on our efficiencies through prices as low as one US dollar per employee per year for large organizations, giving *outstanding* value for money. Please check the website for our current price list or contact us for a firm price quotation for your organization. Get in touch for more information or to evaluate NoticeBored. Visit [NoticeBored.com](http://NoticeBored.com) or email us at [info@isect.com](mailto:info@isect.com).

Customers love NoticeBored. Isect was acknowledged by ENISA as a 'best practice expert' in security awareness. It's what we do. Give us the opportunity to help you do it too.



Isect Limited  
Hawke's Bay,  
New Zealand  
+64 6874 3344  
(UTC+12 hours)  
[www.isect.com](http://www.isect.com)

**Check the website or contact us for a firm price in your currency**