Your Awareness Programme

Not getting the results you want?

A programme that supports your unique organisational needs, identity and culture.

Security Awareness Programme

Campaign elements

Protect • Comply • Thrive

Introduction

This document outlines the different components that form part of the IT Governance Security Awareness Programme.

IT Governance's Security Awareness Programme is a compilation of expertly developed awareness resources aimed at tackling learner fatigue, boredom and disengagement by introducing fun, interactive and stimulating experiences throughout the awareness journey.

Most of the products and services are exclusively available as part of the programme, but a few are also available to buy from our online shop.

The majority of items can be customised and branded to suit your organisation's identity.

Overview of components

- Digital campaign launch
- Learning nudge
- E-learning and assessment
- Pledge to action
- Pocket guides
- Awareness presentation
- Campaign posters
- Email signatures

Options for bespoke developments can be found at the end of this document.

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Campaign Launch

Generate commitment, right from the start.

To raise awareness from the outset of the programme, we recommend kicking the campaign off with a powerful launch. The launch will include content designed to communicate the objectives of your management system and generate emotional engagement right from the beginning.

It is presented in a visually appealing format and can be deployed to internal communications channels or serve as an introduction to more informational e-learning on a learning management system (LMS). The launch can be delivered in a digital format of your choice (either as a SCORM file deployed to an LMS, or as an HTML5 file that can be viewed in a browser).

Sample visual concepts

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Campaign Launch

Generate commitment, right from the start.

Sample visual concept

How it works

In this example, users are immersed in a virtual classroom environment that replaces the traditional navigation style of a mouse with a more 'tactile' physical remote control (which can be provided as part of the solution). This creates a more engaging user experience.

Benefits

- ✓ Grabs employees' attention, increasing motivation levels and commitment towards the programme.
- ✓ Makes sure the audience views the training as more than just a box-ticking exercise.
- ✓ Helps to overcome learner fatigue and any potential resistance to e-learning.
- ✓ Encourages reflection.

Scope and delivery format: Delivered as a SCORM file that can be deployed to an LMS with tracking options, or an HTML5 file that can be viewed in IE or Chrome, or uploaded to SharePoint and other internal communications channels. It takes between five and ten minutes to complete.

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E-learning

Empower your people through knowledge.

Online learning is an easy and cost-effective way to train even large groups of people without the need for an instructor or time away from the workplace.

As part of our staff awareness programme, we offer e-learning on a wide range of subjects, including ISO 27001, information security, data privacy, General Data Protection Regulation (GDPR) compliance, the Payment Card Industry Data Security Standard (PCI DSS) and more.

More information on these can be found on our website.

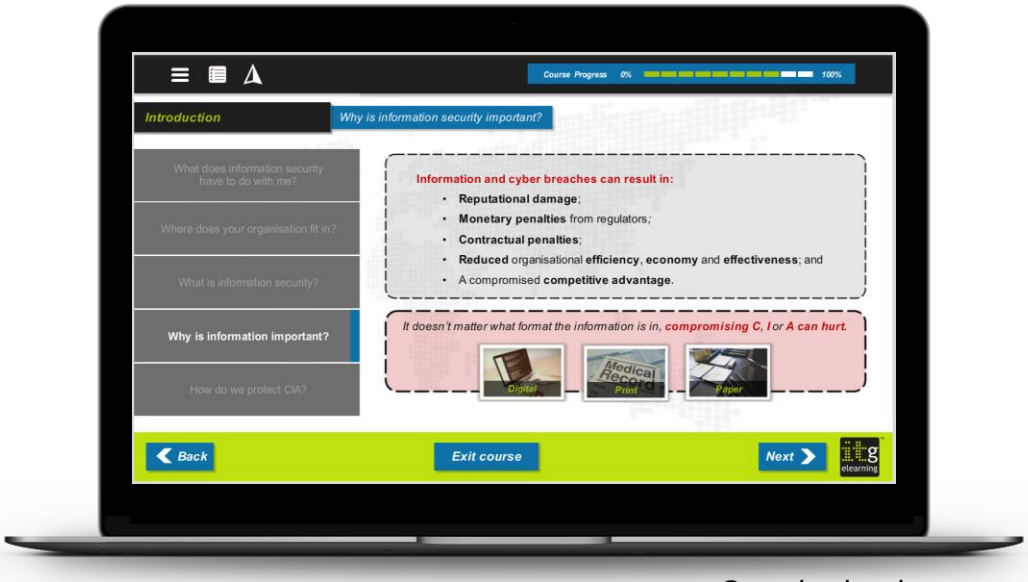
Key features and benefits of our e-learning courses

Effective content presentation

- ✓ Delivers information in a clear and concise format, making it is easy to access and digest.
- ✓ Visualisation techniques, including graphs, illustrations, photography and iconography, optimise long-term knowledge retention by addressing different learning style preferences.

Activities and scenarios

- ✓ Encourages deep reflection and the transfer of acquired knowledge to the workplace.
- ✓ Active participation techniques challenge learners to recall key information throughout the e-learning.
- ✓ Scenarios prompt participants to identify real-life risks and apply best-practice solutions.



Sample visual concept

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E-learning

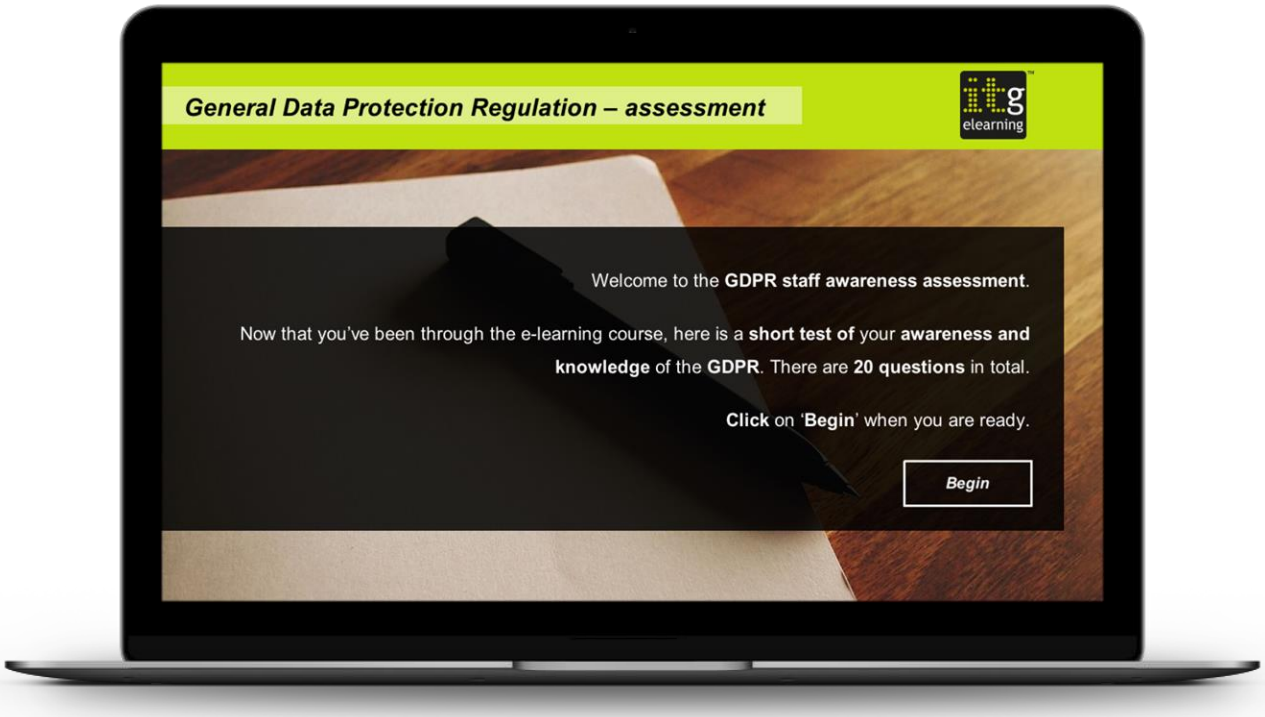
Measure success and keep a reliable audit trail.

Assessment and certification

With each of our e-learning courses, we offer an online assessment to test users' understanding of the topic. Following successful completion, a certificate will be awarded that the user can print out and display.

Benefits

- ✓ Gives participants an objective and sense of accomplishment.
- ✓ Serves as a useful recap to consolidate information.
- ✓ Provides a reliable audit trail.



Sample visual concept

Scope and delivery format: The e-learning is delivered as a SCORM file, either deployed to your LMS with tracking options or hosted by IT Governance at an additional cost. E-learning courses take approximately 40 to 50 minutes to complete, depending on the subject area chosen.

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Campaign Posters

Deliver a constant visual reminder.

To embed awareness in your organisation's DNA, visibly promote the programme as a powerful reminder.

Benefits

- ✓ Serve as a continual reminder in a place of high visibility.
- ✓ Emphasise that the topic at hand is not a one-off exercise that can be marked 'completed', but a continuous commitment by all staff.

Sample visual concepts

Scope and delivery format: Our posters are delivered in high-quality print, A1 in size (841 x 594 mm), but can also be produced in other dimensions.

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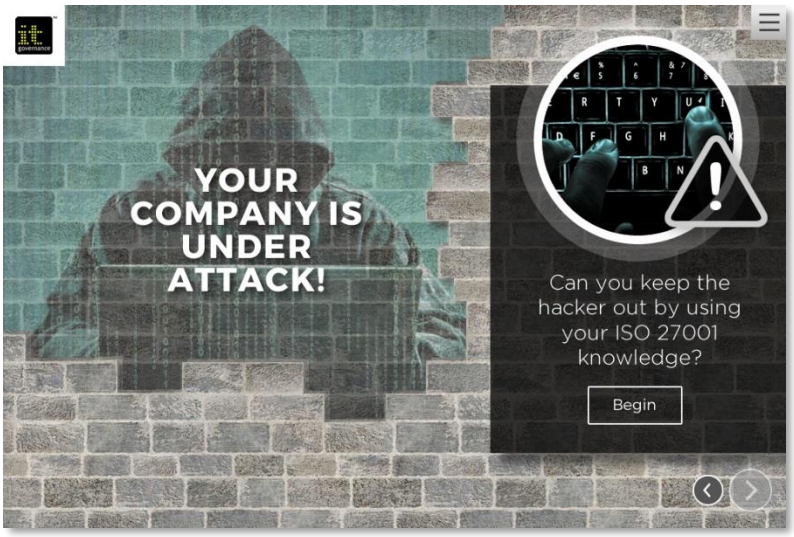
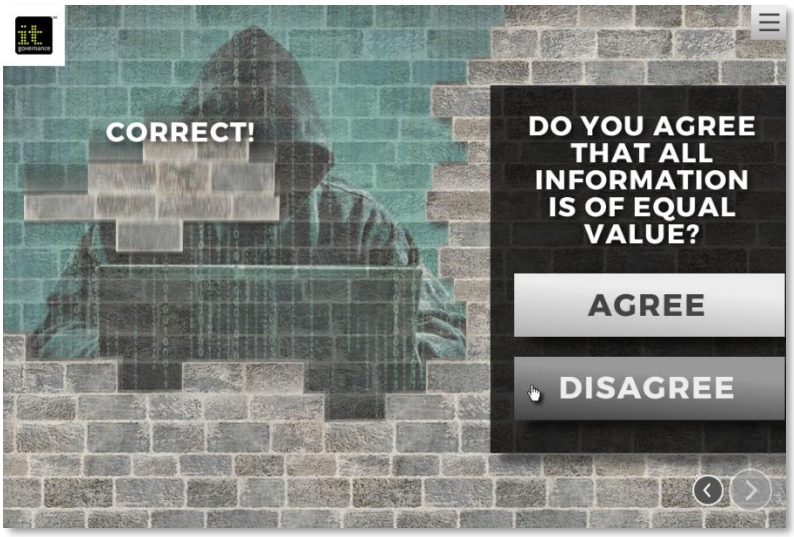
Learning Nudge

Keep key messages alive with a ‘nudge’.

Based on positive reinforcement, ‘Nudge Theory’ draws upon a wealth of research in behavioural sciences, and is used by global businesses and governments worldwide to prompt individuals to independently make the ‘right’ decisions. The aim is to replace the traditional ‘push’ learning approach with a ‘pull’ method, where learners are active participants rather than passive viewers.

Our learning nudge is delivered as a quiz that aims to reinforce key awareness messages, and should ideally be released a few months after the core learning has been deployed.





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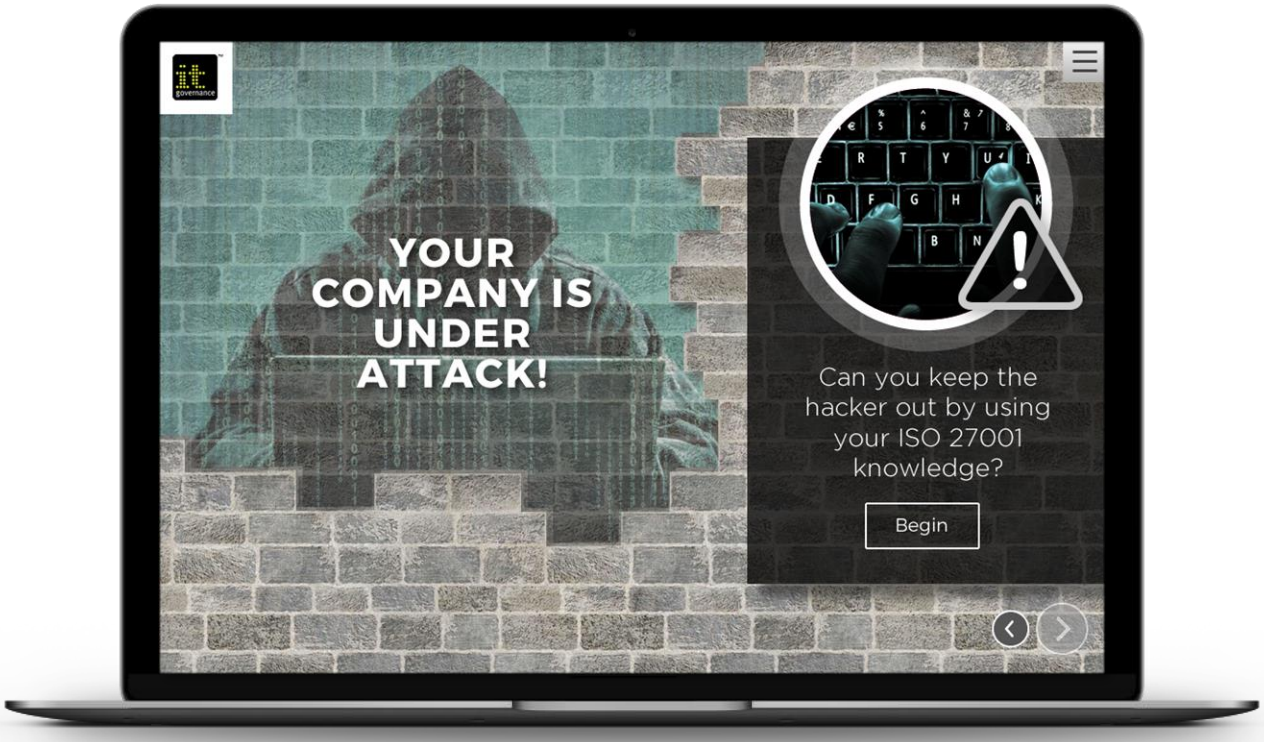
Learning Nudge

Keep key messages alive with a ‘nudge’.

Benefits

- ✓ Ensures high levels of learner participation and concentration.
- ✓ Uses established and universal motivators to create an engaging user experience and positive learning outcomes.



Sample visual concept

Scope and delivery format: Our learning nudge is delivered as a SCORM file that can be deployed to an LMS with tracking options, or an HTML file that can be viewed in IE or Chrome, or uploaded to SharePoint and other internal communications channels. It takes between five and ten minutes to complete.

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Awareness Presentation

Access a handy training tool that delivers immediate results.

A presentation slide deck that serves as an easily accessible alternative for users with technical restrictions.

Benefits

- ✓ An affordable and convenient option for organisations that prefer to control their own presentations.
- ✓ The effective use of visuals and clear language delivers key messages in a concise and engaging format.

Scope and delivery format: Microsoft PowerPoint slide deck. The number of slides will depend on the topic.

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Pledge to Action

Embed the right behaviour.

A pledge to action contains a number of commitments, conveyed through clear, specific messages that underscore the objectives of the programme. Employees and managers can print and display the pledge in the workplace to demonstrate their support to colleagues and visitors.

The messages have been refined by our experts to focus on critical points and common audit findings, but can be customised to suit your organisation's specific needs.

Benefits

✓ Helps to embed the right employee behaviours and responses.

✓ Demonstrates the organisation's commitment internally and publicly.

"A pledge with key actions will increase levels of commitment to change."

Scope and delivery format: Our printer-friendly pledge is delivered in PDF format, meaning it can easily be distributed through your organisation's internal communications channels and accessed on multiple devices.

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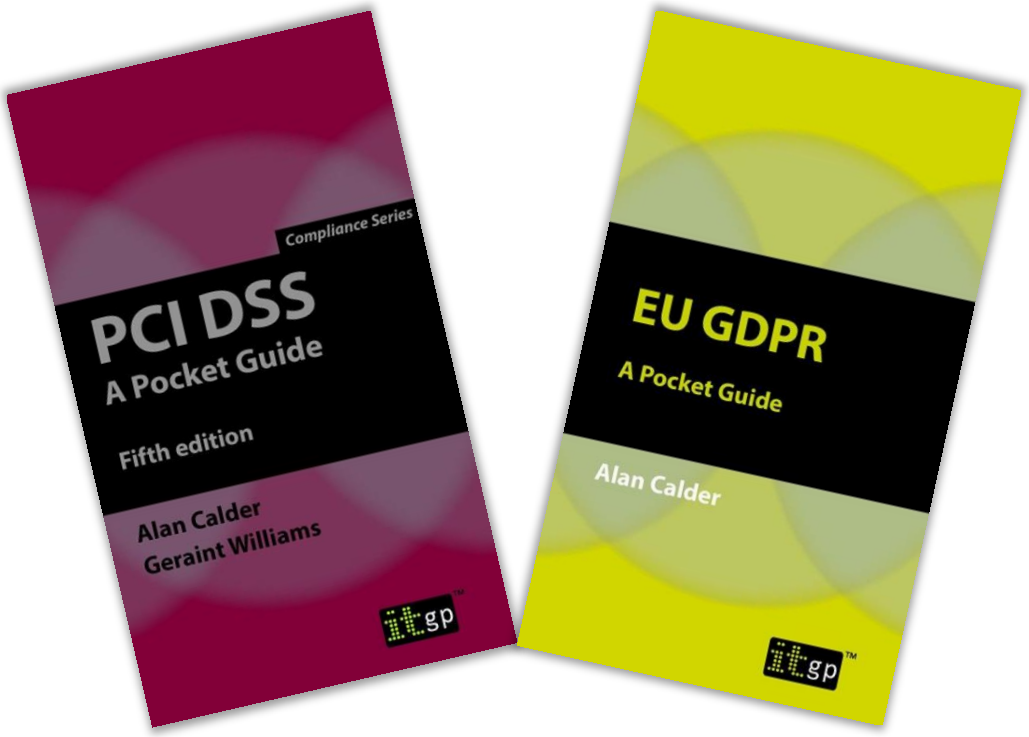
Pocket Guides

Get the knowledge you need, whenever and wherever you need it.

ITGP pocket guides provide a no-nonsense introduction to subjects in the fields of cyber security, IT governance, risk management, compliance and management system standards. They are the perfect starting point for projects including ISO 27001, ISO 22301, Cyber Essentials, data protection or the PCI DSS.

Benefits

- ✓ Serve as a concise yet comprehensive knowledge resource.
- ✓ Do not rely on an Internet connection.



Scope and delivery format: Our pocket guides are delivered in A5 hard copy.

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Email Signatures

Increase the visibility of your awareness programme.

Despite constantly evolving technologies, email remains the preferred communication channel for the vast majority of organisations around the world.

Our staff awareness email signatures help you to exploit the power of your organisation's daily communications to raise awareness of the project.

Whether you want to celebrate European Cyber Security Awareness Month or award the signature to 'awareness champions' in your team, our email signatures are a great way to spread key awareness messages throughout the business and beyond.

Benefits

✓ Cost-effective and easy to implement.

✓ A highly visible message.

Sample visual concepts

Scope and delivery format: Our awareness email signatures can be delivered in .png or .jpeg format for your technical team to implement, or in combination with an HTML code.

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Options for Bespoke Developments

One size does not fit all.

We recognise that every organisation is unique and has different needs when it comes to developing a successful awareness programme. This is why we offer a range of customisation options for your products as part of the Security Awareness Programme.

If you want to know more about how these can apply to your needs, please contact us.

Standard

If you are in search of a rapid, effective solution designed by our experts, then the standard version of the Security Awareness Programme is just what you need. All deliverables carry the IT Governance logo, and adopt a neutral look and feel based on IT Governance secondary and tertiary colour palettes.

Add a personal touch

If you are looking for an effective way of lending your programme a personal touch, we can add your logo to all products delivered as part of the Security Awareness Programme.

Personalise key elements

You may want to make your employees aware of specific organisational policies, include links to your intranet or use a sector-specific case study as part of your awareness campaign, without fully reimagining the programme. In this case, the 'Customised elements' option is the right choice for you.

Brand identity

Go one step further and add your own fonts and colour schemes.

Create your own

Our team of experts can also deliver awareness programmes to completely bespoke specifications, lending it your organisation's tone of voice, visual brand, content and more.

Let's work together to get started on your project.

Click the button below to request a call. One of our experts will get in touch as soon as possible.

Contact us

https://www.itgovernance.co.uk/security-awareness-programme-enquiry

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