

# How Proofpoint Security Awareness Keeps Users Engaged

## Build positive security behaviors that reduce risk

### Products

- Proofpoint Security Awareness
- Proofpoint Targeted Attack Protection

### Benefits

- Engage users by delivering targeted educational materials that address their unique knowledge gaps
- Deploy a training program that resonates with global audiences from a language and culture perspective
- Motivate users to integrate security awareness education into their daily lives through regular, short microlearning

Keeping users engaged with a security awareness program can be a huge challenge. They face competing tasks, both in and out of the workplace. And because many organizations often allocate only two hours or less per year to train their users, security professionals don't have the time to make much of an impact on their behavior. For companies with a global presence, myriad cultural and language differences across the user base only adds to the challenge.

Proofpoint Security Awareness can help address these challenges. It is designed to keep your users engaged while building sustainable security habits that protect both themselves and your organization. We make it easy to identify users who need additional attention. And our solution allows you to expand and scale your program so you can develop a strong security culture that drives behavior change.

Proofpoint takes a holistic approach to security awareness training. Our ACE framework—which involves assessing the current state of your security solution, changing behavior and evaluating the results—allows you to drive behavior change and improve your security awareness program over time.

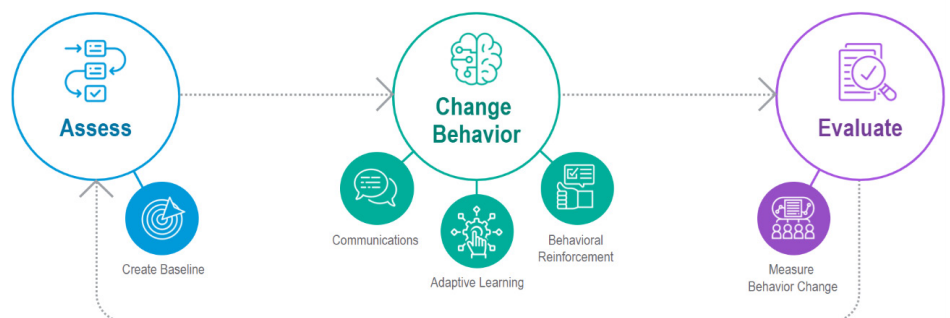


Figure 1: The Proofpoint ACE (assess, change behavior, evaluate) framework.

This solution brief describes how Proofpoint Security Awareness training can help:

- Keep users engaged
- Maximize use of limited training time available for users
- Reinforce positive behavior and improve learning effectiveness
- Expand and scale your security awareness program

## Adaptive Learning Approach

Our robust adaptive learning approach can help you motivate users by providing them with a more personalized learning experience. Our approach targets their specific knowledge gaps, roles, learning styles and vulnerabilities. This section describes each of these in more detail below.

### Specific knowledge gaps

We provide training that varies in level of difficulty and spans different core and specialty domains. You can then assign users different modules based on their knowledge level. Training covers subjects like:

- Email and social engineering
- Mobile devices
- Cloud and internet security
- Passwords and authentication
- Data handling and protection
- Secure developer
- Secure operations
- Physical security and remote working
- Insider threats
- Compliance

## Roles

You can provide role-based training to a specific group of users. We offer a variety of templates and modules that cater to distinct roles, like finance, HR, remote/hybrid workers, legal and more. You can search for and deliver training specific to these roles.

## Learning styles

We provide content in different categories and mediums. These include animations, live action, humorous, multipath, adventure and game styles and formats (for example, posters, newsletters and flyers) to help you find a style that best fits your company's culture and resonates with your users. This means that you will always be able to find engaging content types for every user in your organization.

## Vulnerabilities

Proofpoint has rich threat intelligence that you can use to provide threat-guided training. When integrated with our Proofpoint Threat Protection platform, our security awareness solution gives you visibility into your top clickers and Very Attacked People™ (VAPs), who are your most attacked users. You can then provide targeted training to your VAPs based on the threats they are likely to face, so they can become more resilient to those threats.

## Threat Intelligence and Threat-driven Content

Our threat-driven content helps you prepare your users to face common attacks in the wild. We provide timely Threat Alerts on the latest real-world attacks that we have seen across our customer base. We also regularly publish Attack Spotlight materials so you can enhance your security programs with education that prepares learners

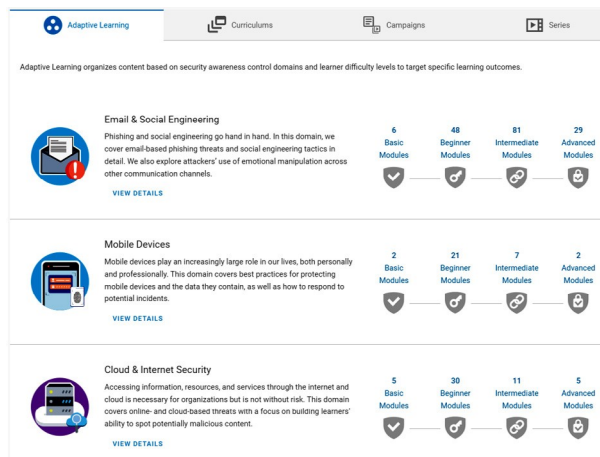


Figure 2: The adaptive learning approach offers training across different domains and difficulty levels to target users with different knowledge gaps..



Figure 3. Proofpoint features a wide array of educational styles and formats to cater to your users' best learning needs.

to stay vigilant against the next attack. This is available to everyone, regardless of an integration with Proofpoint Targeted Attack Protection (TAP).

### Maximize Limited Training Time With Microlearning

We provide microlearning modules to ensure training time is spent effectively. Many of these modules are three minutes long or less. Each module has clear objectives and learning outcomes. They span key domains and topic areas so you can ensure that all of your users have a solid security awareness foundation. Our Foundational Microlearning Curriculum can be completed in about an hour (total run

time). Users can fit these quick, targeted training exercises into their daily routines and amidst competing tasks. Best of all, it gives you the flexibility to build unique learning paths for your users. You can use microlearning to build your desired training assignments with their related assessments.

Proofpoint builds and expands our educational offerings through curriculums. These are curated selections of content that are designed to align and facilitate specific tasks. They help you focus your decision-making when building training programs for learners. They can help you easily educate users on popular security frameworks and central themes, such as NIST and ISO.



Figure 4: Integration with the TAP Dashboard gives administrators insights into your organization's top clickers and vulnerable users (within the dashboard). This can help you build a targeted educational plan for them on the Security Awareness training platform.

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Teachable Moments deliver pop-up messages when employees fall for phishing simulations. These include a brief commentary on why they shouldn't have clicked on this simulated message, which helps users learn by example in a safe environment.

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## Reinforce Positive Behavior and Improve Learning Effectiveness

This section discusses just a few of the ways Proofpoint helps you reinforce positive behavior.

### Just-in-time education

Proofpoint's Teachable Moments can deliver pop-up messages when employees fall for phishing simulations. These include a brief commentary on why they shouldn't have clicked on this simulated message, which helps them learn by example in a safe environment. We provide Teachable Moments templates for you to get started, but you can also tailor the messages to fit your needs and based on the specific phish you sent. This gives you more control over what your learners receive and see.

### Customized user feedback

When users report a simulated phishing attempt, we notify them that they have successfully passed the phishing test. When users report a suspicious real-world message, you can customize feedback with our Closed-Loop Email Analysis and Response (CLEAR) solution and automatically notify them about the disposition of the reported email. This encourages them to continue to report on potential threats. It also allows you to build relationships with end users.

### Contextual nudges

Our solution offers Email Warning Tags when integrated with the Proofpoint Threat Protection platform. These tags provide contextual nudges that alert users to uncertain emails. They remind users to pause and check whether an email looks suspicious before they take any action. The Report Suspicious button within the tag also reminds users to report any potential threats. These features together improve reporting rate and reported-email accuracy rate.

### Adaptive learning assessments

Proofpoint provides Adaptive Learning assessments. These are short, to-the-point quizzes that make it easy for you to track user understanding by topic area. You can match an assessment with one of three styles of modules. All of these are produced with the same learning outcome and can accurately identify what users already understand as well as what they struggle with. These assessments can be assigned to users as either pre- or post-quizzes, corresponding to microlearning modules. You can track real-time results within the assignment details in the platform.

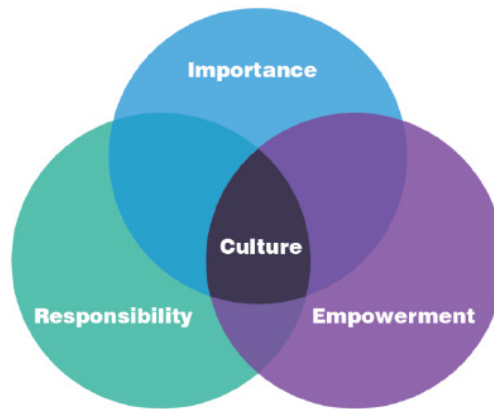


Figure 5: Overlapping factors contributing to security culture.

## Expand and Scale Your Security Awareness Program

### Culture Assessment

Proofpoint enables you to expand your program by helping you uncover what users believe. This is a critical step to building a strong security culture. We view security culture as the overlapping contribution of three main factors:

- **Responsibility.** Do employees feel that they and their coworkers are responsible for acting to prevent cybersecurity threats?
- **Importance.** Do employees believe a threat could affect them personally?
- **Empowerment.** Do employees feel empowered to identify and report suspicious behavior?

Our Culture Assessment helps you gauge the current state of your culture. It takes a pulse on how users feel about cybersecurity. It aids in the diagnoses of behavior change over time and estimates the likelihood that a user will take the appropriate action. With the assessment report, you can tailor your messaging and training to specific groups of users, making it meaningful and empowering.

## Language Support

For large organizations to scale, Proofpoint offers support for more than 40 languages in our Foundational Microlearning Curriculum, including both subtitles and voice-overs. And many of our other training modules are localized into at least 11 languages. Our multilanguage SCORM export feature makes it easy for you to download or host training content for global audiences with just a few clicks. With our different training videos and modules, we provide a diversity and inclusion approach and standard that resonates with users from different cultures and races.

## Summary

Educating users with limited time and competing priorities in an ever-evolving world of threats requires a security awareness solution that efficiently addresses user knowledge gaps. With Proofpoint Security Awareness, you can provide your users with timely, targeted training. They'll build positive security habits that they can use in and out of the workplace. And in doing so, they'll become a strong line of defense for the organization and stay vigilant to support the security team.

### ABOUT PROOFPOINT

Proofpoint, Inc. is a leading cybersecurity and compliance company that protects organizations' greatest assets and biggest risks: their people. With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyber attacks. Leading organizations of all sizes, including 75 percent of the Fortune 100, rely on Proofpoint for people-centric security and compliance solutions that mitigate their most critical risks across email, the cloud, social media, and the web.

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