

Shaping Secure Behaviours: The art of nudging in government cybersecurity

Javvad Malik

Lead Security Awareness Advocate

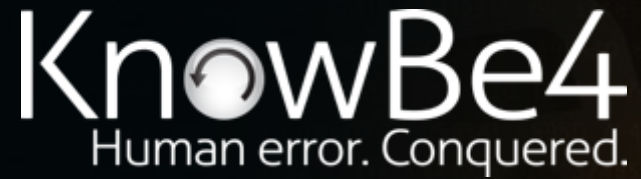
KnowBe4

in **DigiGov Expo**

DIGIGOVEXPO

SPONSORED BY

KnowBe4
Human error. Conquered.



Shaping Secure Behaviours: The art of nudging in government cybersecurity

Javvad Malik
Lead Security Awareness Advocate



Javvad Malik
Lead Security Awareness Advocate

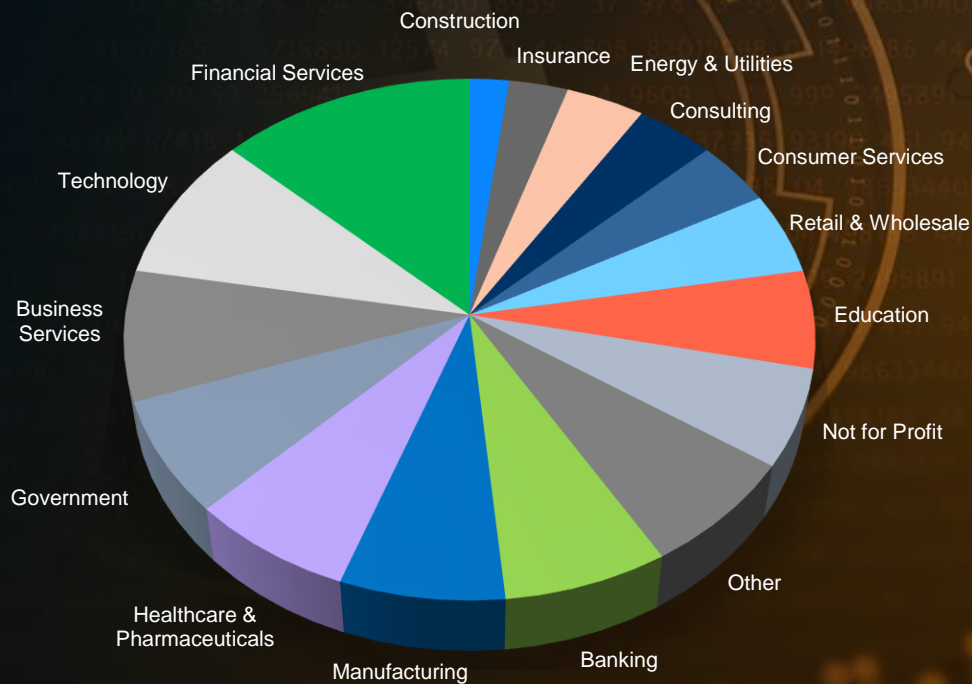
- 20+ years in information / IT / cyber security
- Security Operations
- Consultant
- Industry Analyst
- Security Advocate
- YouTuber
- Podcaster
- Blogger

JavvadMalik.com
@J4vv4D



Certified Information
Systems Security Professional

Over
70,000
Customers



About Us

- The world's largest integrated Security Awareness Training and Simulated Phishing platform
- We help tens of thousands of organizations manage the ongoing problem of social engineering
- CEO & employees are industry veterans in IT Security
- Global Sales, Courseware Development, Customer Success, and Technical Support teams worldwide
- Offices in the USA, UK, Netherlands, India, Germany, South Africa, United Arab Emirates, Singapore, Japan, Australia, and Brazil



MGM Resorts hackers deceived IT service desk with just a phone call

Okta issued a warning about hackers employing similar tactics

Dev Kundaliya

🕒 18 September 2023 • 3 min read

SHARE



Scammers use Queen's death to trick people into crypto and NFT schemes

The UK's National Cyber Security Centre has also warned that there could be an increase in email phishing scams

Adam Smith • Tuesday 20 September 2022 12:59 • [Comments](#)





Martin

24

Exclusive: Russian spies hacked UK government data and emails earlier this year

A satellite image of Earth showing North America and the Pacific Ocean. A large, swirling storm system is visible in the upper left quadrant. The text "In a World Where Your Awareness Training Doesn't Work" is overlaid in orange.

**In a World Where Your Awareness
Training Doesn't Work**

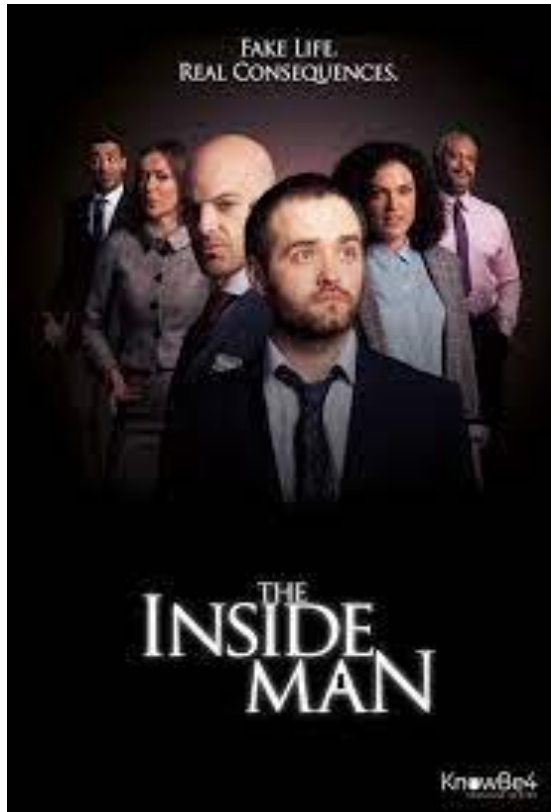
A person wearing a white martial arts gi (uniform) with a black belt. Their hands are clenched into fists, suggesting a state of readiness or determination. The image is overlaid with a semi-transparent grey filter, and the text "More training!" is centered in a bold, orange font.

More training!



**Think like a marketer,
Not like a trainer**

The art and craft of storytelling



Nudges

Positive and gentle persuasion to encourage behaviour

**What We
Intend to Do**



**What We
actually Do**

Nudges

Easy

Atttractive

Social

Timely

Nudges



Nudges



Nudges





Nudges

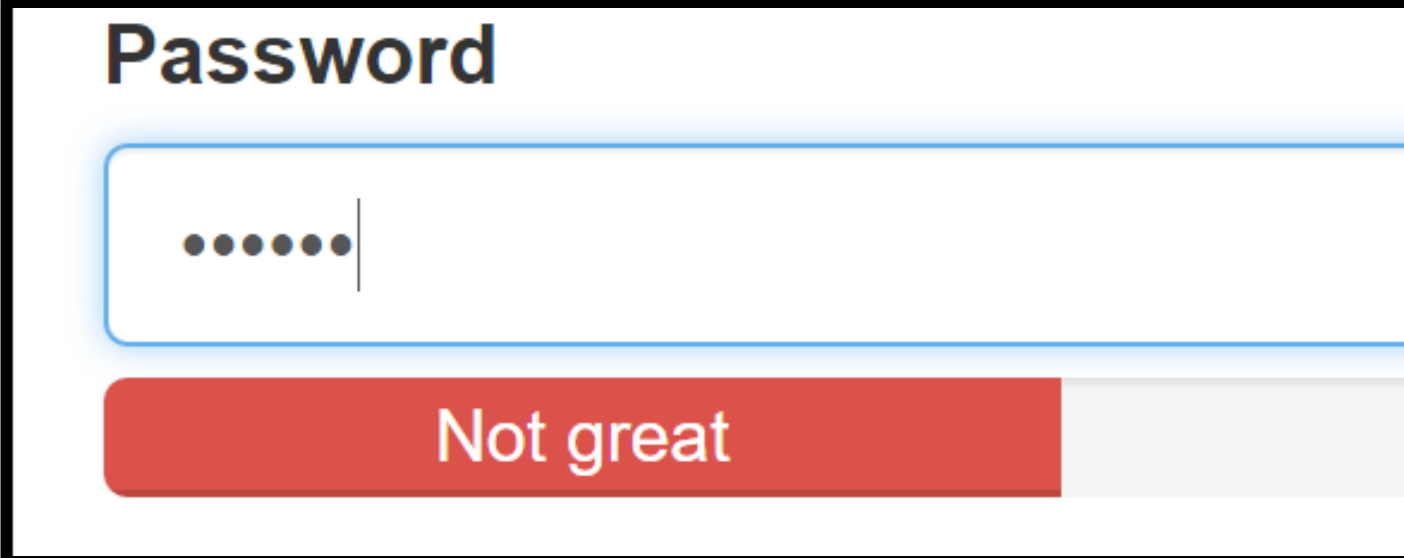
Nudges



Nudges

Password

Not great





Culture

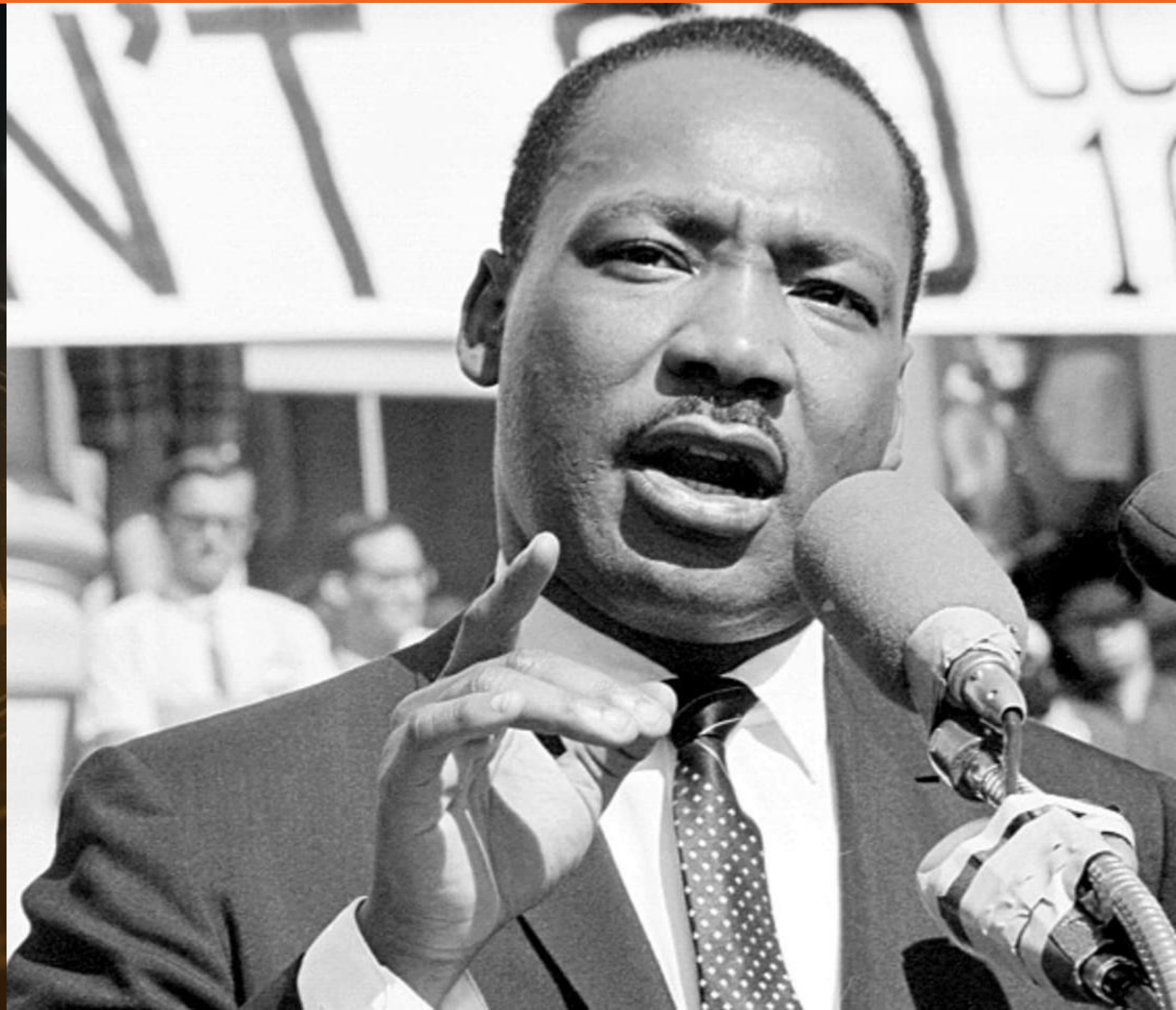
Security Culture:

The ideas, customs and social behaviors of an organisation that influence its security.

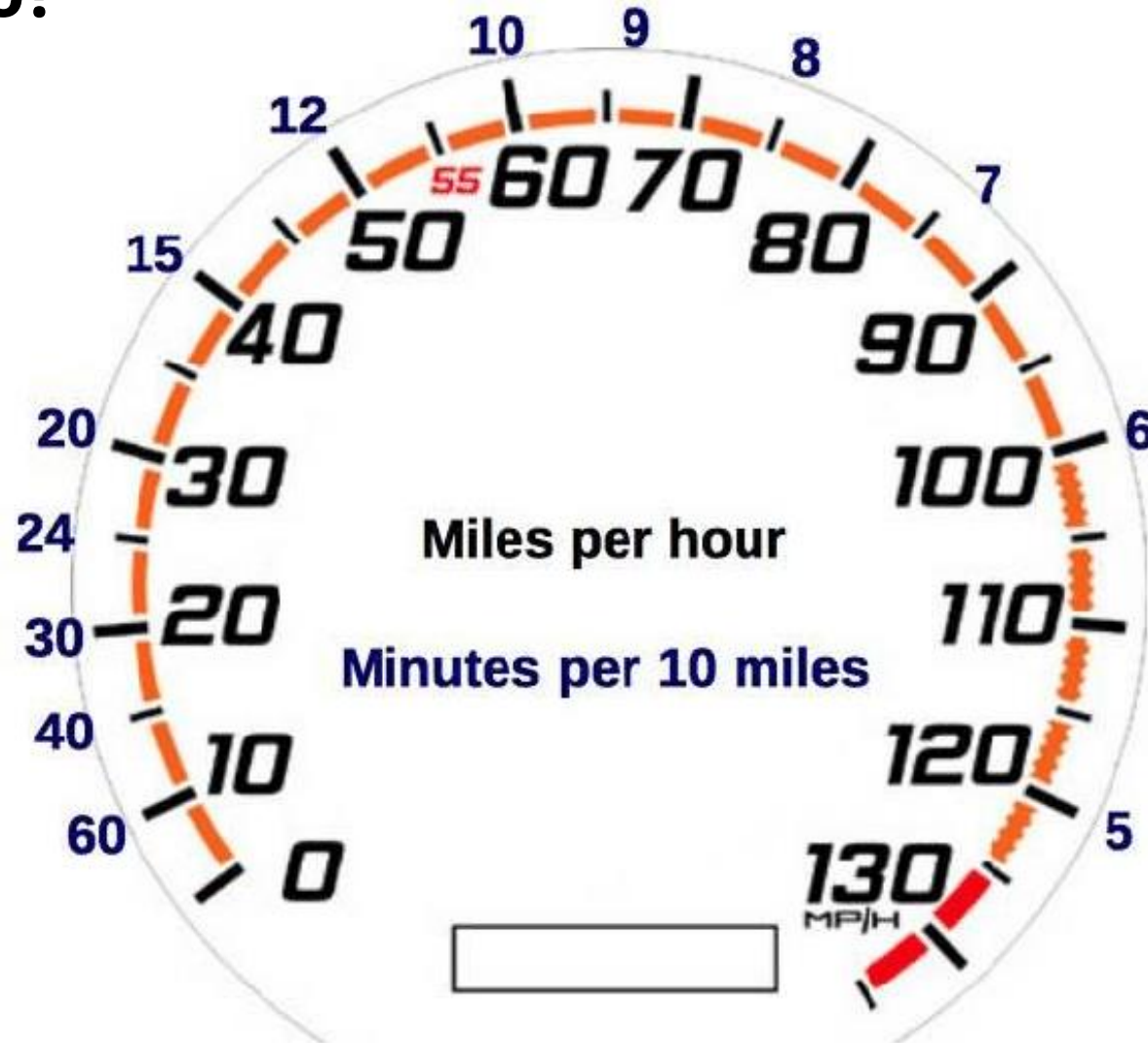
“You get the culture you ignore.”

-- John R. Childress

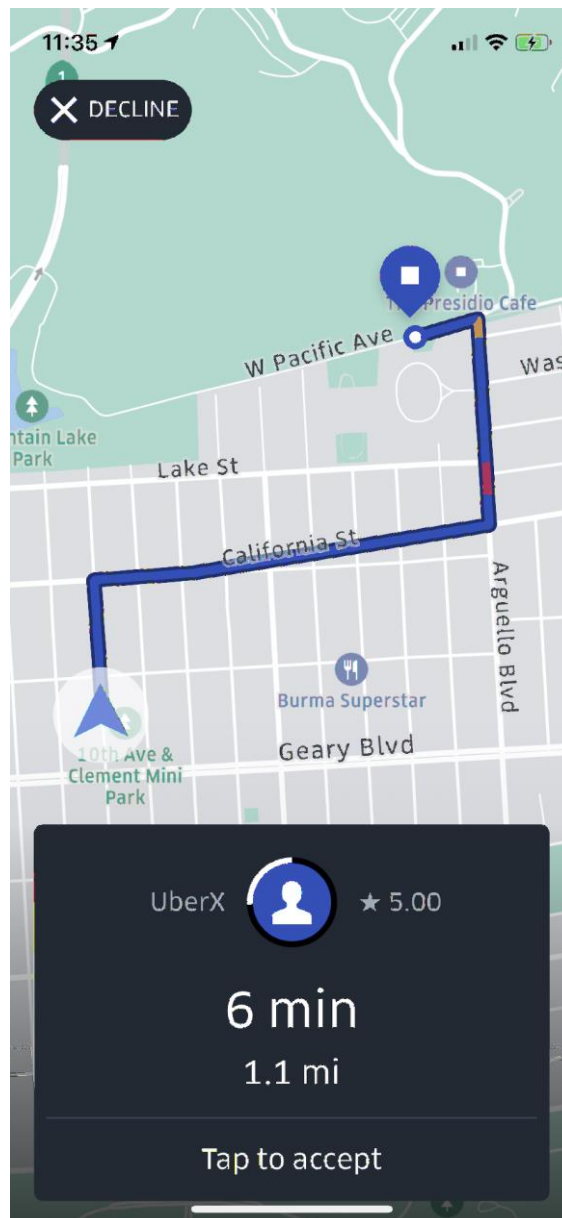
- **Create Champions**
- **Share Stories From the Top**
- **Intensity v Consistency**
- **Choice Architecture**
- **Nudge**



How far can you go?



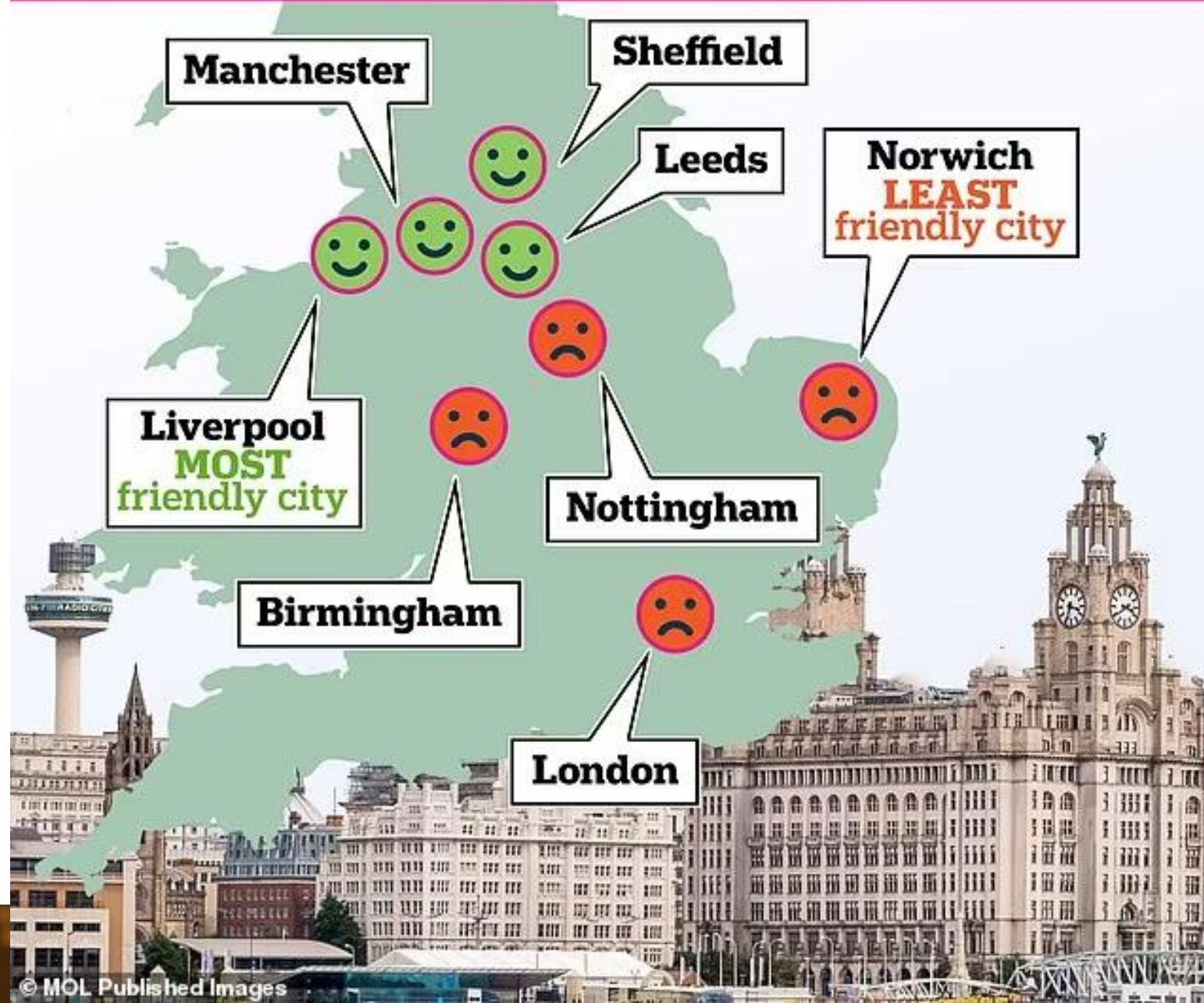
Reduce Uncertainty



FRIENDLIEST AND 'MOST MISERABLE' CITIES IN THE UK

Models only calculate in one way

The human mind can calculate in many ways



Actions

- Understand how your security department is perceived
- Balance out training and awareness material
- Use nudges
- Focus on a few critical shifts in behaviour
- Measure and monitor cultural evolution



Thank You

Javvad Malik

Lead Security Awareness Advocate

Email: javvadm@KnowBe4.com

Twitter: [@J4v4D](https://twitter.com/J4v4D)

LinkedIn: [in/Javvad](https://www.linkedin.com/in/Javvad)

KnowBe4
Human error. Conquered.