



TOP OF MIND AWARENESS IN CYBER SECURITY

How cyberconIQ Does it Right

Forgetting Curve & Spacing Effect

WRITTEN BY MICHELLE STAGAARD, SOCIAL MEDIA AND PR LEAD

Herman Ebbinghaus was a German Psychologist who studied everything and anything about memory. Ebbinghaus created the forgetting curve that describes the decrease in the ability of the brain to maintain memory over time. The theory is that humans start losing the memory of learned knowledge over time, in a matter of days or weeks, unless the learned knowledge is consciously reviewed time and again.

The spacing effect demonstrates that learning is more effective when study sessions are spaced out. Without this top of mind awareness, how is information suppose to stick? CyberconIQ's CEO- James Norrie studied Ebbinghaus's theory and designed his personalized cybersecurity assessment around it. This assessment provides deep and meaningful insight for each employee based on their individual online instincts and impulses.

Once that is established, we invite the employee into a core learning journey that is curated specifically for their style and is adaptive to their level of knowledge about cybersecurity. The completion of this journey will improve their recall and application of cybersecurity practices which in return reduces their vulnerability to known attack vectors.

We engage employees in a constant and steady diet of fun, by applying interesting and new learning experiences to keep what they have learned "top of mind". Rather than only reporting on completion of their first branch of style-aligned training, we invite learners back periodically and unexpectedly to receive more personalized content to keep them educated, engaged, and excited about their role in keeping themselves and their company safe online.



Photo Credit:
<https://www.britannica.com/biography/Hermann-Ebbinghaus>

**"People forget
80% of the newly
learned material
within 24 hours"
-Ebbinghaus**

Event VS. Process

WRITTEN BY ABIGAIL SPAHR, DIGITAL CONTENT CREATOR

With technology becoming more intertwined with our daily lives the need to understand and utilize cybersecurity has only grown. In 2010 the United States kicked off cybersecurity awareness month with the Stop. Think. Connect. campaign. Now do not get me wrong, having events to bring awareness is great, but what happens after the event is over? For most people, if you are like me you listen to the plethora of knowledge being thrown at you, install the software, you forget and move on, but that is not effective.

Cybersecurity cannot be looked at as a one-time event that once completed is no longer at the forefront of your mind. Our CEO James Norrie believes that cybersecurity should educate not train. Rather than hosting a singular event yearly or even monthly he believes in a process the is designed to "create and maintain a cyber aware culture within the company" Even with software installed you are still vulnerable to cybersecurity threats.

Software does not catch every data breach. Only 85% to 92% of ransomware attacks are stopped by technology. That still leaves 8% to 15% of attacks that can reach the individual.

Cyber criminals are consistently re-evaluating and evolving their malware. Therefore, cybersecurity needs to behave in the same manner to be successful.



By utilizing a process approach, you can develop a cyber aware culture and stagger information continually and so that it can be easily changed and adapted to align with the current threats that people are facing.

The information about new threats also reaches them sooner rather than waiting for the next one-time event to arrive. While one-time events are great and have their place in cybersecurity training, they should be coupled with the process of continually developing a cyber aware culture.

"Top of mind awareness is key when establishing a cyberware culture across an organization."



WHAT TO LOOK FORWARD TO:

October is National Cyber Security Awareness Month:

- Keep an eye out for all of our company's social media posts, as well as the October Newsletter filled with all the Latest News and Cybersecurity Updates...we might throw in a Thrilling Halloween Twist

