

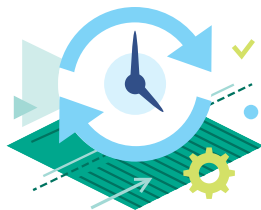
# CYBERSAFETY MANAGEMENT GAMES

Immersive learning and motivational experience  
to promote cyber-secure decision making by line managers

# CONVERTING LINE/ MIDDLE MANAGERS INTO CYBERSECURITY SUPPORTERS AND ADVOCATES



Do line managers **encourage** subordinates to use cybersafety skills in their daily work?



Do they regard cybersecurity as an essential part of **business efficiency**?

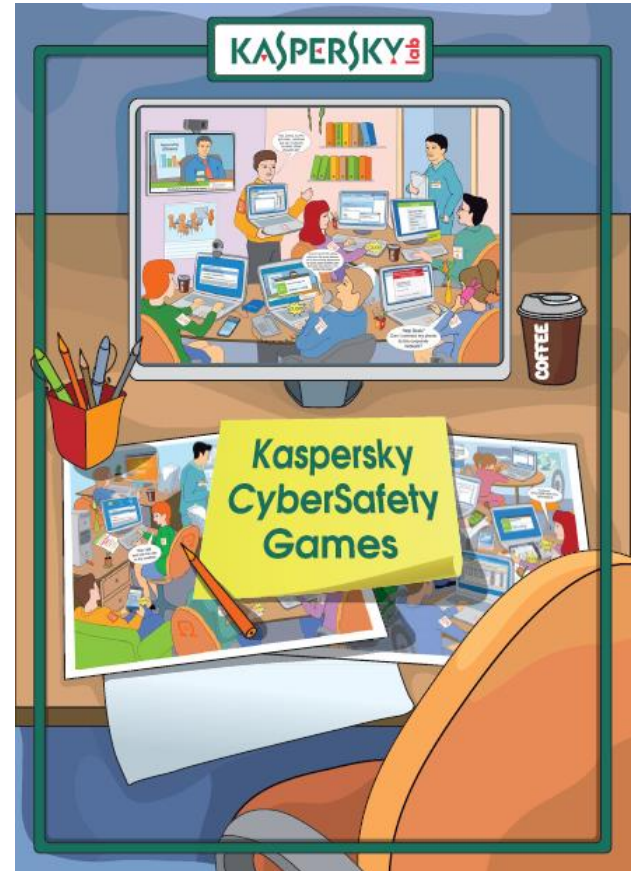


Can they **motivate** employees to care more about security – or they're not motivated themselves?

# CYBERSAFETY MANAGEMENT GAMES

Kaspersky CyberSafety Management Games provide managers with **competence, knowledge and attitudes** essential to maintain secure working environment in their divisions.

Covers all major security domains and typical situations at workplaces.



# TRAINING OUTCOME



For line managers

## Understanding

Inner adoption of cybersecurity measures as an important yet uncomplicated time-consuming set of actions

## Monitoring

Seeing everyday working process through the cybersafety lens

## Cyber-safe decision making

Cybersecurity considerations as an integral part of business processes

## Reinforcement and inspiration

Influential leadership and helpful advice to employees

# PSYCHOLOGICAL GROUNDS: BUILDING BEHAVIOR BY FIGHTING MISBELIEFS



# CYBERSAFETY MANAGEMENT GAMES FORMAT

- Combines gamification with comprehensive coverage of security topics, examples, explanations and exercises,
- Powered by purpose-build CyberSafety Management Games software to support easy-to-manage training delivery process,
- Divided into short modules and runs in 4 hours.



# TRAINING SETUP

- 20-50 people in a room, split in competing groups, using training materials – game fields, chips, iPads with CyberSafety Games app,
- Teams are walking through the virtual enterprise, examining every gaming area, encountering all possible sources of cyberthreats,
- Once they discover the particular threat, they are trained to mitigate it.



# TYPICAL WORKPLACES AS A LEARNING TOOL



Each workplace contains  
12 marked zones



# POTENTIAL THREATS INDICATED WITHIN THE WORKPLACE



Zones on the map contain potential cyber threats.

10 security domains - AV/Apps, Data Leak, Mobile, Web, Mail, Victim behavior, Social Engineering, Security alerts, Vigilance skills, Policy breach, Social networking

# GAMIFICATION DRIVES EFFICIENCY

CyberSafetyGames | Moscow / December 13, 2014 | International Antivirus Conference | Current Map: VideoConference | Turn 01 | Leading Team # 05 > 06

**Calculation points**  
**Degree of confidence**

Team's bet	Threat	Not threat	Right guess	Wrong guess
<b>Not sure</b>			+10	-10
<b>Maybe</b>			+20	-20
<b>Sure</b>			+30	-30
<b>No bet</b>			-10	

**Calculation points**  
**Threat frequency**

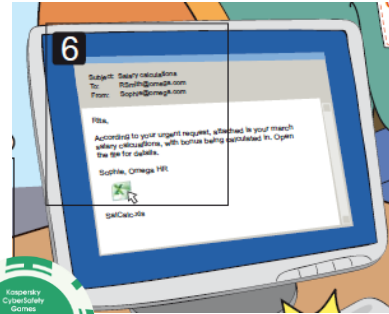
Bet \ Fact	Rare	Medium	Frequent
<b>Rare</b>		0	-30
<b>Medium</b>	0		0
<b>Frequent</b>	-30	0	
<b>No bet on frequency</b>	0		

Teams make their bets 00:26

Participants put “casino-style” bets on all the potential cyberthreat zones – which means that they put their knowledge and reputation at stake and win or lose the highest score in the competition.

Alternative mechanics with eliminated gambling environment available.

# VARIETY OF STUDENTS' ACTIVITY



Some Zones do contain threats, some don't.  
Sometimes there are paired good/bad Zones from the same domain.

# EXERCISES TO SHAPE SAFE BEHAVIOR

**CyberSafetyGames** Moscow / December 11, 2014 International Antivirus Conference

Current Map: **VideoConference** Turn **01** Leading Team # **05 > 06**

**Team 01** Voted teams: **10**

1. Prohibit flash-drives
2. Fine the owner of the flashdrive
3. Take the unattended flash and return to IT Security

**Team 05** Voted teams: **4**

1. Put a chain on flash-drive to stick to the belt
2. Encrypt all flash-drives

**Team 03** Voted teams: **3**

Take flash-drive with me

Other teams: **01 02 05 06 07 08 09**

**Best answers**

For a threat identified, teams propose a set of actions, which they can do at their workplace to lower or mitigate a risk and earn mitigation experience points.

After the exercise is completed, a trainer explains the best practice employees should follow at their desks.

# EXERCISES TO SHAPE SAFE BEHAVIOR

The screenshot displays the 'CyberSafety Games' interface. At the top, it shows 'Current Map: VideoConference', 'Turn 6', and 'Leader # 05 > 06'. The main area is divided into two panels:

- Situation by Team 04:** A chief tax officer hires, reviews and directs the work of staff tax accountants who keep financial. A 3x3 grid of colored circles (green, orange, red) represents risk levels. The bottom-right circle (red) has a white 'X' over it. A 'Submit' button is at the bottom.
- Your situation rated by Team 06:** Dina is a designer, she is copying her huge artwork to bring it to the printing agency. A 3x3 grid of colored circles is shown. The top-left circle (green) has a white 'X' over it. 'Agree' and 'Don't agree' buttons are at the bottom.

At the bottom, the interface shows 'Team #05' with 9000 coins and 20 stars. A circular inset shows a close-up of a computer screen displaying a progress bar for 'Copying 80 items (100%)' and 'Copying 80 items (192%)'.

People make exercises which help them to make responsible risk-taking decisions.

Trainees learn to judge everyday situations from the view of both business efficiency and security.

# EXERCISES TO SHAPE SAFE BEHAVIOR

CyberSafety Games

Current Map: VideoConference Turn 6 Leader # 05 06

Information Safety Rules

@ Email Security Round 1 - Identifying Basic Threats 1/3 000 1:50

**Contacts**

- Bank of North America
- Dromedary Travel
- GigaMart
- MVerse Wireless
- Perchase
- Speak

To: Phyllis  
From: perchase4568@live.com  
Subject: Cash for your opinion

Attachments

We would like your opinion on the survey has only five short questions and will give you a \$10.00 credit on the purchase of any product. To fill out the survey, click the following link: <http://perchasesurvey.survey4568.com/68556jdfisk/survey>

**Oops!** This link uses the organization name in the URL to make you think it is legitimate. Examine the link carefully.

The survey link is only valid for two days, so please hurry!

Thank you,  
Perchase Survey Department

Next completed 33%

Team #05 9000 20 Perform this exercise

From: Contact Center GROUPS <support\_center\_64@thym...>  
To: JFow@storage.com  
Subject: Address not found

ADDRESS NOT FOUND IN TABLE: 428613680\_032250013

Software platform offers:

- step-by-step exercises to master technical skills (f.i., spotting the malicious emails – where to look, what to think, etc.)
- integrating cartoons,
- live interaction,
- tests,
- theoretical guidance.



# EXERCISES TO SHAPE SAFE BEHAVIOR

The screenshot displays a game interface for 'CyberSafety Games'. At the top, it shows 'Current Map: VideoConference', 'Turn 6', and 'Leader # 05 > 06'. The main content area is titled 'Social Engineering Lesson 1 - Social Engineering Basics'. A 'True or False' question is presented: 'Good job! Filters and firewalls can protect you from some attacks, but they never catch everything.' Below the text is an illustration of a shield and two people. The 'True' button is highlighted in green, and the 'False' button is in red. Navigation buttons for 'Review' and 'Next' are visible. At the bottom, the interface shows 'Team #05', a score of '9000', and '20' stars. A progress bar indicates 'completed 4'.

Software platform covers major technical skills and domains.

It presents people with real-life situations, asks for their opinion and returns a professional advice on the real security status and recommended actions → “learning-by-doing” concept.



# EXERCISES TO SHAPE SAFE BEHAVIOR

The screenshot shows a game interface for 'CyberSafety Games'. At the top, it displays 'Current Map: VideoConference', 'Turn 6', and 'Leader # 05 > 06'. The dialogue consists of the following messages:

**You:**  
But you have to do this when I request. Its your job to support mine, not the opposite.

**Admin:**  
Sorry, but such connections are prohibited by our security policy.

**You:**  
I want to read my emails while I am not at my desk.

**Admin:**  
Ok, but you do not need corporate Wi-Fi for this. Bring the phone here, I will setup the email access via your 3G connection, and this will serve your goal.

A large green box in the center of the screen displays the message: **Congratulations, you have achieved your goal without compromising safety!**

At the bottom, the interface shows 'Team #05', a stack of gold coins, '9000', a star icon with '20', and a 'Dialogue complete' button.

Students roleplay typical discussions with IT Security. Why do they always prohibit things employees want to do? Or maybe we'd better reconsider our manner when talking to IT Security – to tell our real needs, to explore options together, etc.



This approach brings to mutually beneficial resolutions, which are both effective and secure.



# DELIVERY OPTIONS

## Kaspersky Lab trainer

Our certified trainer

## Train-the-trainer

License to use the training inside the enterprise by internal trainers

## Custom scenario

Based on the customer cybersecurity environment

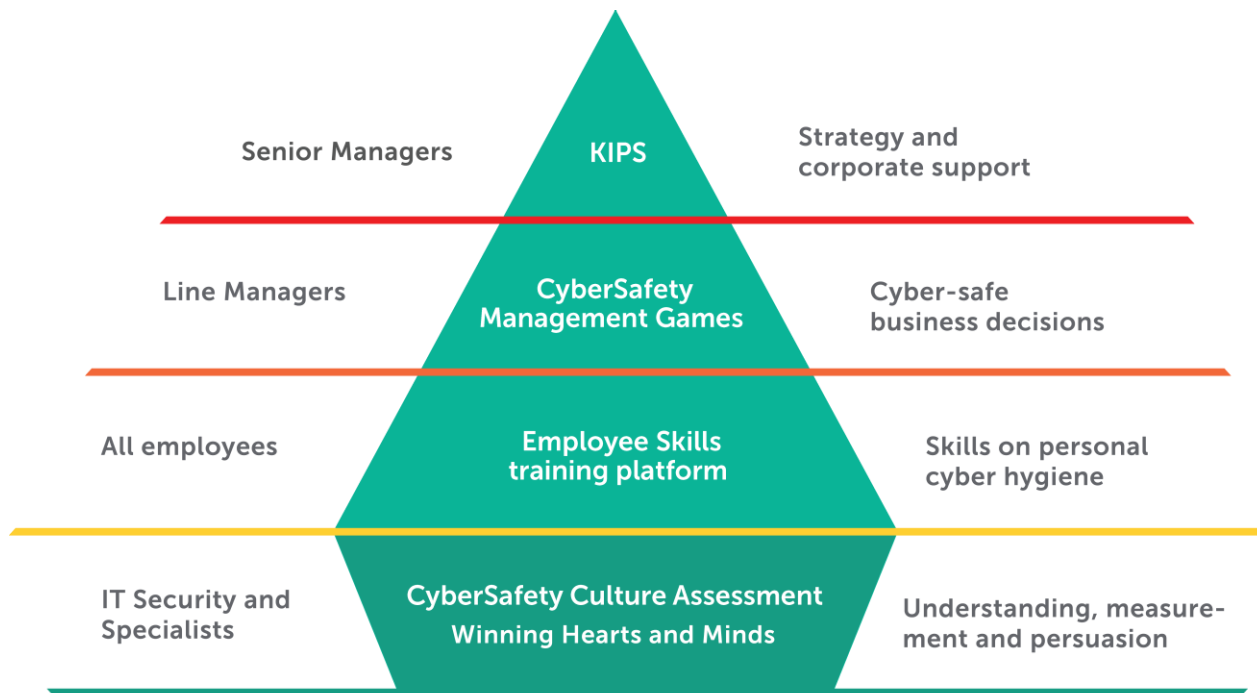
**Group:** 20-50 people, split into teams comprised of 4 people

**Room:** ~ 3m<sup>2</sup>/person, no columns, regular form

**Equipment:** Projector (6-8 lumens), Screen, 1 iPad per team + Wi-Fi, Sound system (speakers, microphones (2-3), Flipchart (2) and markers (4 colors each)

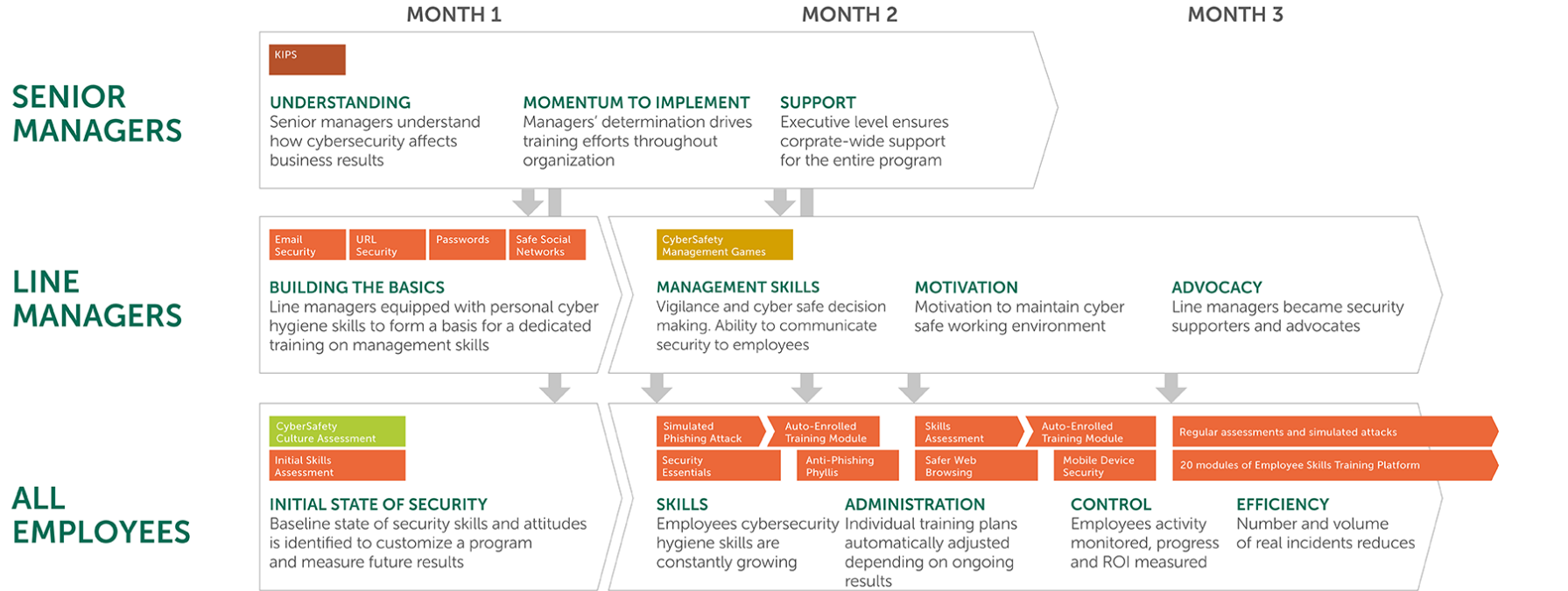
**Furniture:** Tables of participants for 4 people (rectangular size not less than 75x180 cm, or round with no more than 1.5 m diameter), Participants should sit in groups of 4 at the tables. Table and chair for the trainer. Chairs on the number of participants.

# KASPERSKY SECURITY AWARENESS TRAINING PRODUCTS



Technical training programs for IT Security professionals are also available.

# CUMULATIVE EFFECT – EACH TRAINING SUPPORTS THE OTHERS



Ongoing online skills training for 12 months and after...

Recommended Kaspersky Security Awareness training products:

Kaspersky Interactive Protection Simulation (KIPS)

Employee Skills Training Platform modules and features

CyberSafety Management Games

CyberSafety Culture Assessment

# EFFICIENCY OF KASPERSKY SECURITY AWARENESS PRODUCTS

up to

90%

A decrease in a total number of incidents

not less than

50%

A decrease in a monetary volume of incidents

up to

93%

Probability of using the knowledge in the daily work

more than

30x

ROI from spending to the security awareness products

amazing

86%

Willingness to recommend the program

An aerial photograph of a city skyline at sunset. The sun is low on the horizon, casting a warm orange glow over the city. The skyline is filled with various skyscrapers and buildings. In the foreground, there are several large, modern buildings. The overall scene is a mix of urban architecture and natural light.

**WE PROTECT WHAT MATTERS MOST**

**KASPERSKY**<sup>LAB</sup>

[www.kaspersky.com/awareness](http://www.kaspersky.com/awareness)