Bob's Business
Cyber Security Awareness Training

Cyber Security Awareness Training - Local Government

Bob's Business Aims

It is Bob's Business' aim to:

- Protect organisations against threats that could compromise critical and confidential data, reducing the likelihood and impact of a security breach.
- Educate staff on how to become Information Security advocates for their employers.
- Ensure that all individuals with access to organisational systems and data are fully aware of the threat posed to themselves and their employer, and where their individual responsibilities lie in keeping the systems and critical data secure.
- Deliver high quality, culture changing campaigns to aid the development of cyber vigilance and a secure culture.

Bob's Business Approach

The five pillars of the BB Approach are:

1. Short
2. Simple
3. Engaging
4. Relevant
5. Reinforcement

Service Overview

The Cyber Security Awareness Training campaign comprises of a suite of bite-sized e-learning modules which help in achieving compliance and develop security conscious employees across the workforce. The key to delivering successful awareness training is to deliver information to employees in an engaging manner and language they can easily understand. Our e-learning modules contain engaging animations and characters that attract positive attention and are specifically designed to ensure maximum retention of information. By presenting short, memorable, and entertaining scenarios your employees will relate to, it enables users to recognise and respond to incidents in a secure manner.

This highly effective and engaging cyber security awareness campaign has been delivered to sixteen branches across the Local Government. Due to the success of the campaign, engagement levels across the branches have risen to an average of 95% and an increase in cyber vigilance and reporting has been noted.

Implementation options:

- BB Hosted Solution - Online access through one of our Learning and Policy Management Systems (LMS).
- SCORM Packages - SCORM's that can be delivered through your existing LMS. When a considerable amount of information is delivered in one sitting, the majority of that information is forgotten in a relatively short period of time. To aid the retention of information and maximise training efficiency our modules last between 5-10 mins in duration. This also ensures learners can complete the modules with little disruption to day to day activities saving valuable time and resources.

Each bitesize course comprises of:

- Clear learning objectives
- Rich, relevant and up-to-date content
- 1-2 minute scenario based animation
- Multiple choice Q&A section
- Employee engagement toolkit

We encourage our customers to run a 'course a month' campaigns. This proves most effective for managing module completion and users engagement. By running a repetitive campaign, users become conditioned to completing modules which reduces the need to man manage the process. Bob's Business' campaign-based approach to learning achieves an outstanding employee engagement rate. Our in-house marketing team are committed to making campaigns as effective and engaging as possible, so they work with customers to develop internal communications to generate awareness and entice the workforce.

Employee Engagement Toolkit

To support our clients run effective campaigns, we assist by providing an Employee Engagement Toolkit which contains all the resources needed to run an effective campaign;

Including an eNewsletter, these emails promote the completion of modules. By offering product related, prize driven incentives these campaigns have proven to increase programme engagement and completion. By encouraging an element of healthy competition, this motivates teams and put the onus on departmental managers to take an element of responsibility for implementation and engagement. The employee engagement toolkit includes digital and offline engaging internal marketing tools which are used to reinforce key learning points, behaviours and further engage the user.

Toolkit items include email templates, posters, desktop calendars, mugs, coasters, mouse mats, screensavers and digital images. Each of our training modules has its own corresponding design and key messages replicated across all toolkit items, which aids retention of information. The module scenarios addressed in the animation highlights the importance of information security incidents in both the workplace and at home.

Bob's Business believe that if an end user can see that the training is mutually beneficial for them and the management, they are significantly more likely to complete the modules, retain the information, resulting in behavioural change.

Cyber Security Awareness Courses

- Perfect Passwords
- Data Protection
- Virus Vigilance
- ISO 27001
- Keeping it Clear
- Anti-Bribery
- Phishing Fears
- CCTV
- Email Etiquette
- PCI DSS
- Web Woes
- Identity Theft
- Risk Management
- Protected Premises
- Business Continuity
- Social Media
- Advanced FeeFrauds
- Cyber Essentials
- Mobile Working
- Backing up Data
- Carefully Classified
- Freedom of Information