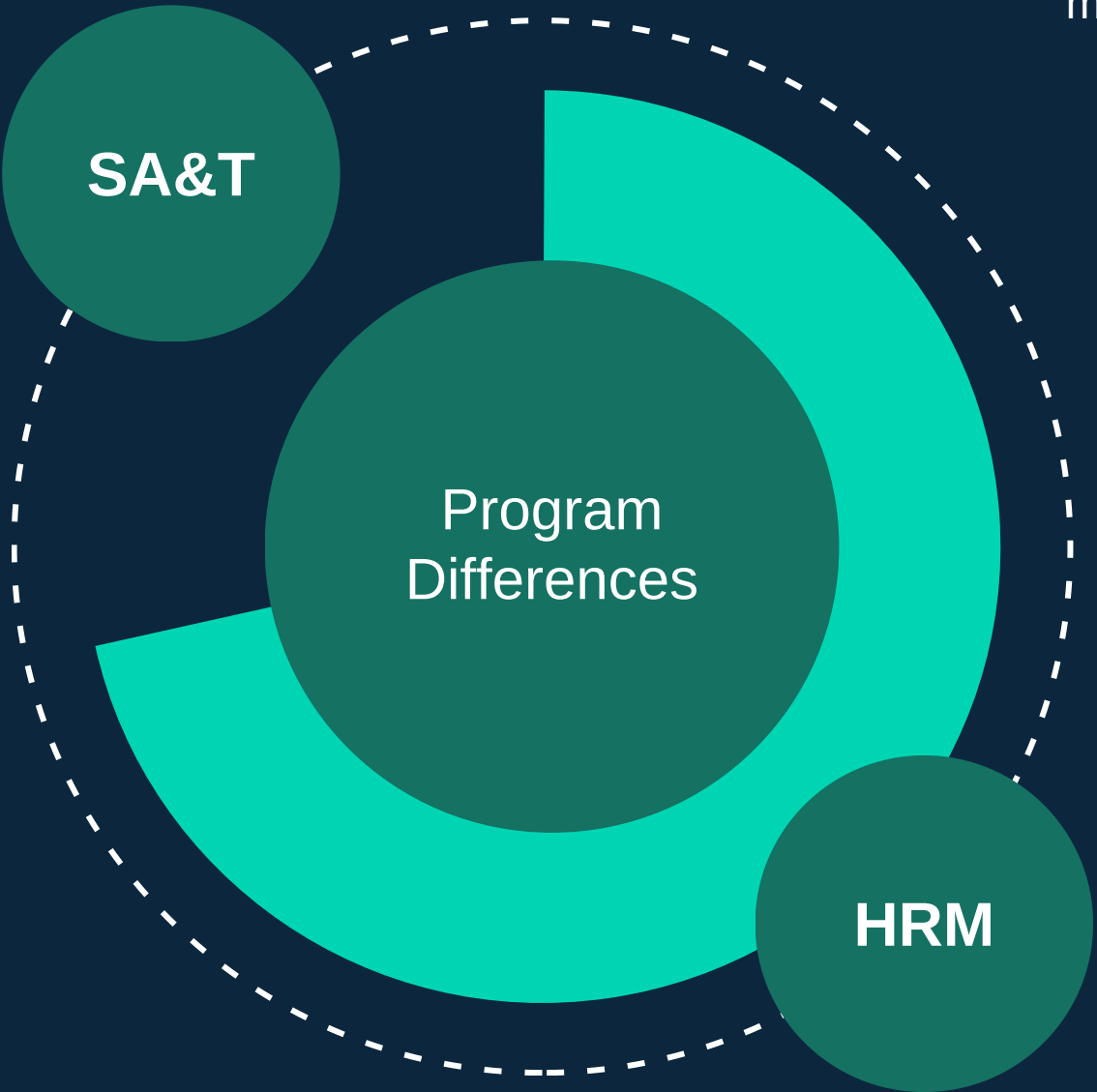


Security Awareness vs Human Risk Management

Human Risk Management (HRM) represents a revolution in how enterprises identify, respond to, and report on human-initiated risk within their organization. HRM represents the convergence of granular management of human behavior induced cyber risk and relevant and engaging content for employees.

- Compliance
- Org-wide training
- Phishing-centric
- Minimal data



- Data-driven approach
- Behavior-based training
- Role-based training
- Culture change
- Behavior change analysis = ROI

So, where do you start?

The Human Risk Management Maturity Model meets you where you are so you can create a path to your future.



Compliance-based

Risk-based

Culture	Engagement	Mandatory	Remediatory	Incentivized	Buy in	Ownership
	Alignment	Team	Stakeholders + siloed employee	Siloed leadership and some employee	Leadership & broad employee	Company-wide + External
Technology	Tools	Content + LMS, phishing, Activities	Manual spreadsheets Activities	Automated spreadsheets Activities Purpose built training platform	Dashboards Activities Events Behaviors Risk & context	True AI tool Predictive risk and response based on proven benchmarked success
	Integrations	Simple CSV upload email User mgmt	Automated user mgmt Phish-train integration remediation	Event reactive Manual ecosystem integrations	Automated API awareness specific integrations Proactive	Full ecosystem API integrations Ecosystem aware External Predictive
Process	Program	Reactive Compliance based, annual training, phishing	Reactive, continuous training, Theme-based, CSAM	Proactive Role-based, Optional training	Proactive Data driven, targeted activities	Predictive, Risk-based Individualized Problem Likelihood Impact
	Team Organization	Shared responsibility. Little ownership Small tool budget	Dedicated headcount Small tool budget	Defined responsibilities with KPIs Program budget	Data Analyst Seat at the table Platform budget	CISO driver Evangelist Platform budget
	Metrics	Compliance check box	Defined and measured KPIs	Consistently tracked & reported C-level buyin Single metric driving decisions	Awareness Program decisions driven by multiple metrics. Policy decisions	Security Program level - driving business decisions/value Impacting outcomes Employee retention/hiring
		Initial	Managed	Defined	Optimized	Innovating



Making the Case for HRM: The Who, What, and When

1. Planting the seed
2. Put together a project plan
3. Talk to vendors
4. Include your team
5. Gather your proposal including budget
6. Timing

Need help making the case for Human Risk Management at your organization?

We can help.

Let's schedule a call to walk through the Maturity Model and help you make the case.

[Let's Connect.](#)