AWARENESS & E-LEARNING · BROCHURE

Cyber Security Awareness & Security Awareness Storytelling

An innovative **integrated e-Learning system** that engages the entire company in an educational and stimulating learning journey.

We tackle the human factor

CYBERFERO

The human factor problem

The **human factor** in modern *Cyber Security* can no longer be overlooked. Even the most advanced technologies can be breached if **the people opening the door are users unaware of the risks**.

Every organisation must act to **turn every employee into an active agent** of the defence strategies designed by the specialists.

> **Underestimating this problem means putting the entire organisation at risk.**

CYBERFERO

The Cyberfero solution

Cyber Security Awareness tackles the human-factor problem head-on, fully supporting a **complete cybersecurity training programme**.

A programme designed to build a **high level of awareness** in the use of digital technologies and in web browsing.

With **Cyber Security Awareness**, every single member of the organisation becomes an **active part of the cyber defences**.

The overall *security posture* of the entire company is strengthened, and the **risk of suffering damages drops dramatically**.

01

Complete programme

A structured path that covers all the main cyber risks.

02

Whole organisation

Engages every single member, from junior staff to executives.

03

Security posture

Drastically reduces the risk of suffering financial and reputational damage.

Benefits of the journey

01
PLAIN LANGUAGE
Language suitable for everyone, **free from any kind of technical jargon**.

02
SHORT SESSIONS
Organised into **short sessions** and self-contained modules within an integrated path.

03
MULTIMEDIA MATERIAL
Lessons built around an **actor / coach** figure, supported by video animation.

04
INTERACTIVE APPROACH
A continuous alternation between **short learning content** and assessment tests.

05
EFFECTIVE REPORTING
Reports that describe participation in **quantitative and qualitative** terms.

06
STUDENT CARING
An automated system that **nudges the user** to participate actively through targeted emails.

07
INDIVIDUAL LEVERAGE
The platform leverages the **personal benefits** the participant gains.

08
CONTINUOUS TRAINING
Short content **distributed over time** to keep attention high on the threats.

Video lessons and gamification

The **video lesson with the actor-coach** is the cornerstone of the training journey and, together with *gamification*, the lever that lets us **engage the user** and bring them along.

All training content is also delivered in **text format**, to enable the best fruition in any condition.

What the journey includes

36

Self-contained modules

The training journey consists of **36 modules**, each dedicated to a specific topic.

3

Annual training levels

The 36 modules are organised across **3 annual levels**, for a **continuous and progressive** journey.

×3

Short lessons per module

Each module is divided into **3 short lessons**, each ending with a **learning test**.

🏆⭐

Individual gaming

Participants can earn **medals and trophies** as they complete modules and tests.

👥⚔️

Team gaming

A **virtuous competition** that stimulates collective participation across teams.

✓ ✓ ✓

Learning tests

Essential for assessing your level and **supporting the gaming mechanics** built into the journey.

Curriculum - 36 modules

YEAR 1

First level

- Phishing
- Passwords
- Social Media
- Privacy & GDPR
- Mobile & App
- Fake News
- USB Devices
- e-Mail Security
- Malware
- Web Browsing
- Critical Scenarios
- Social Engineering

YEAR 2

Second level

- Clean Desk
- Personal Information
- Information Classification
- IoT Devices
- Away from Office
- Spear Phishing
- Smishing & Vishing
- Phone Scam
- Sneaky Phishing
- Bluetooth & Wi-Fi
- Data Protection
- Social Engineering 2

YEAR 3

Third level

- Privacy
- Social & Cyberbullying
- Legal Aspect
- Real Scams 1
- Real Scams 2
- Malware 2
- e-Commerce
- Holiday & Business Trip
- Cyber Hygiene
- Backup & Restore
- Best Practice
- Social Engineering 3

Why choose Cyber Security Awareness

01 Because it **overcomes the limits of traditional training**, which has a fleeting effect and can't keep pace with the rapid evolution of attack techniques.

02 Because it introduces the concept of **continuous training**, raising awareness and the **shared perception** of threats.

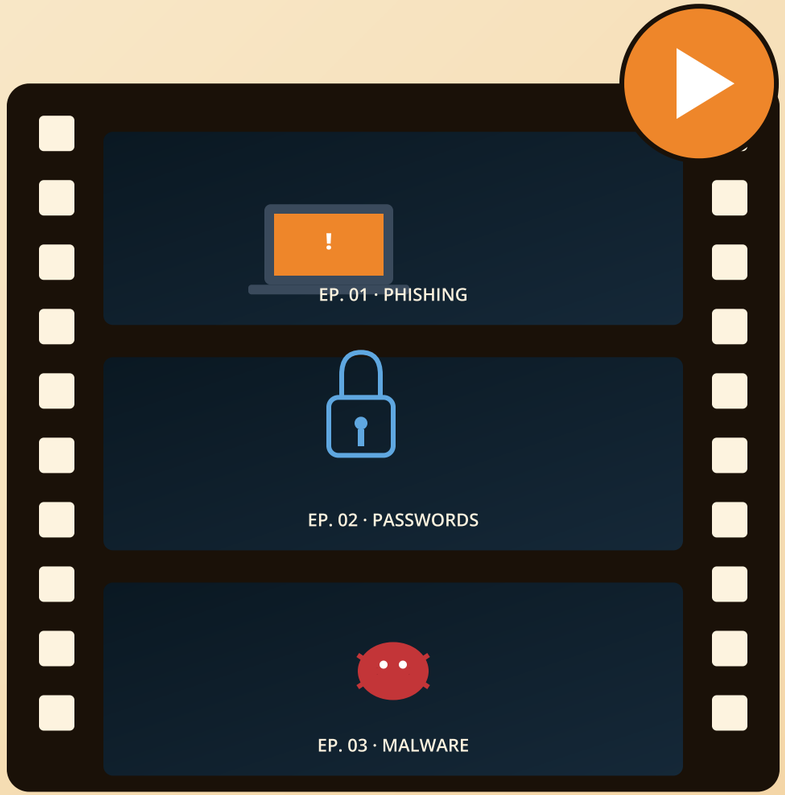
03 Because it engages **the whole organisation** in a single training path, from junior staff to executives.

04 Because its approach isn't top-down: it stimulates the **quality of participation**, leveraging both personal and professional benefits.

Security Awareness Storytelling

Security Awareness Storytelling is a platform built around a series of videos focused on the **main cybersecurity threats** and on how they can concretely affect individuals and organisations.

The aim of these videos, produced with **advanced production techniques** and a particularly engaging *storytelling* style, is to **raise the awareness level** of digital-technology users through a training journey based on an *inductive methodology*.



Immerse users in real-life situations

The *Storytelling* training method is built on the **ability to immerse users in real situations** that reproduce the **consequences of a cyber attack** triggered by human behaviour.

In this way, **the user is led to draw a concrete behavioural lesson** from the unfolding of the facts.

Along this journey — where the key to understanding is being drawn into a story — the user is also supported by the **availability of the necessary in-depth material**, which provides the theoretical underpinnings to build adequate awareness.

Inductive training based on video series

The **Security Awareness Storytelling** service offers a unique experience — **engaging but non-invasive** — helping you absorb *universal* notions that can also be applied to personal behaviour.

This way you raise your own awareness of how to interact correctly with digital technologies and devices, **protecting yourself and your organisation** from cyber risks.

Storytelling = awareness

You don't memorise a rule — you live through someone else's mistake.

Since **2011** we've been working in Cloud technology and cybersecurity — rely on experienced professionals.

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CYBERFERO

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