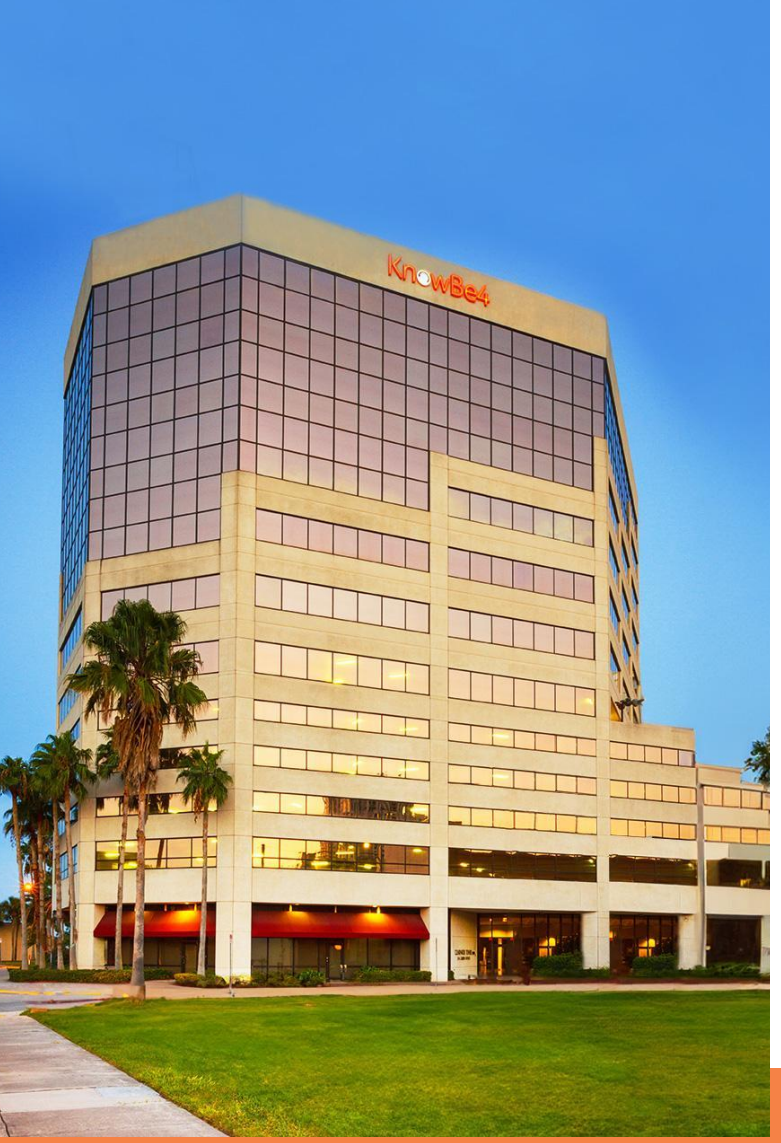
National Cybersecurity Awareness Month Resources



Agenda

- Goals for NCSAM 2025
- Cybersecurity Awareness Month Kit
- Optional Training Videos
- Reporting Contest
- Phishing Tournaments
- Additional Ideas
- Resources

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Planning For NCSAM

Success

What have we done in the past?

Planning

Security communication outside the console?

Leadership

How do we optimize NCSAM so users are engaged?

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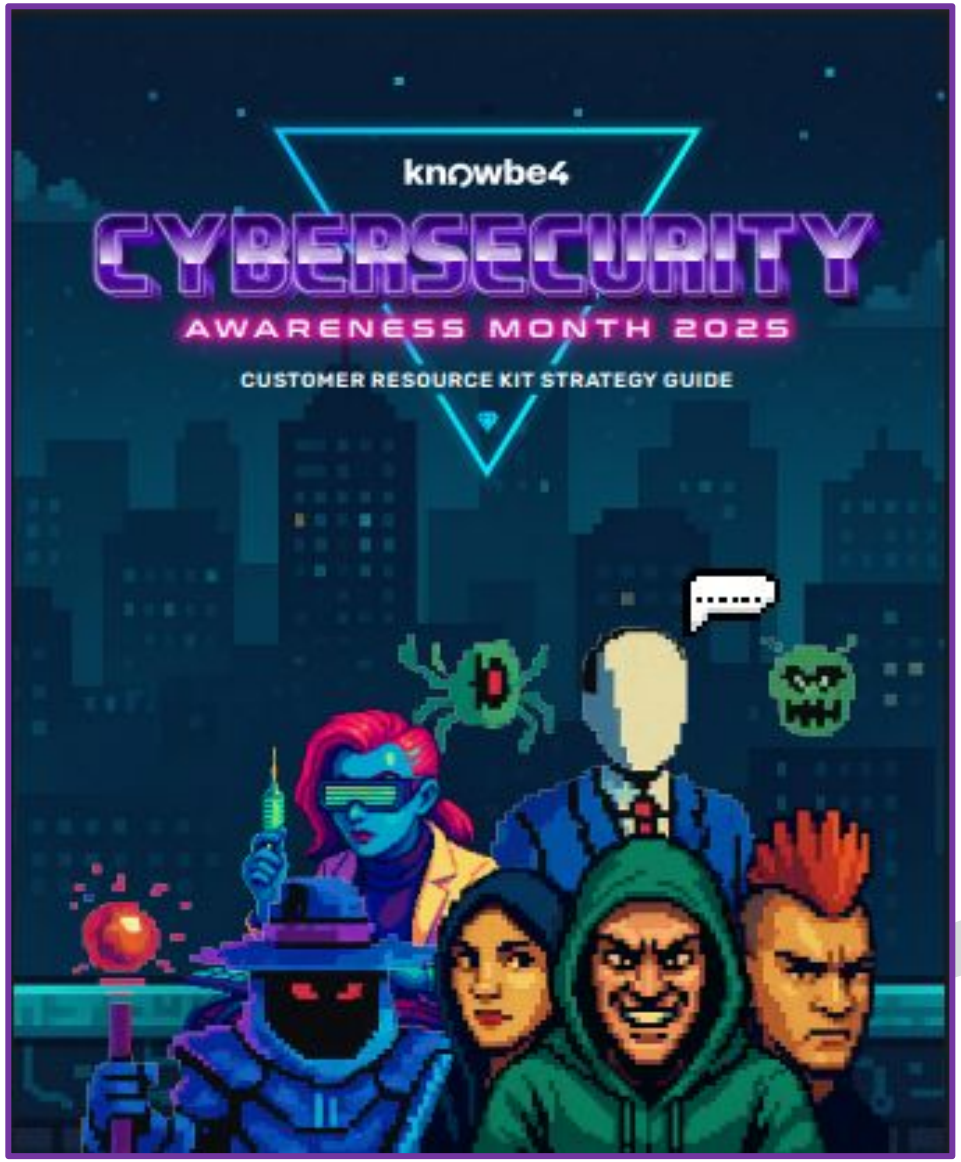
Cybersecurity Awareness Month kit

NCSAM Guide



NCSAM Resource Kit

NCSAM Guide

Fully leverage the Cybersecurity Awareness Month kit by utilizing provided landing pages, phishing templates, and training videos to create engaging campaigns throughout October.

- By fully implementing these resources, organizations can expect to significantly raise security awareness, improve their overall security culture, and strengthen their human firewall against phishing and other cyber threats
- Determine your reward/recognition program.

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Weekly planner- NCSAM KIT

	Week One	Week Two	Week Three	Week Four
Modules	Defining Human Firewalls	Generative AI: Seeing Through the Deception	Security Snapshots - "Hungry" (Ransomware)	Incident Response: First Steps
Interactive Training Modules	Double Trouble Trivia: Social Engineering Game	New Tools: Artificial Intelligence Scams	Ransomware: Blackmail Using Encrypted Data	Join the Security Team
Infographics	Power Up Your Passwords	Using Artificial Intelligence Safely and Securely	Document: Criminal Minds - Ransomware	Types Of Incidents To Report
Awareness Posters	Power Up Your Passwords	AI and Cybercrime	Jaws: Don't Be a Victim	Incident Response
Awareness Tips	The Human Firewall Manifesto	Artificial Intelligence, Security, and You	Ransomware Basics	Following Policy and Reporting Incidents
Phishing Template	Password Alert	Your Custom ChatGPT AI Portal is Now Live	Ransomware Scan	Microsoft 365: Your incident has been opened
Arcade Villain Character	The Cyberpunks	Dr. Deepfake	Enkryptor	The Doppelgänger

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Optional Learning

THE INSIDE MAN

What is The Inside Man?

The Inside Man series started out as a challenge: 'is it possible to create a drama about information security that rivals anything seen on Netflix?'

The result was The Inside Man, Season 1, a twelve episode storyline, featuring Mark, a relatable anti-hero hacker who has been tasked by a sinister 'controller' to infiltrate a company and help bring it down. Like all the best-loved TV dramas, the key to success was a binge-worthy, gripping storyline with a cast of funny, heroic, resourceful, colorful and skilled characters, whose exploits just had to be reprised for a second and third season. The rest, as they say, is history. The Inside Man 'family' have now reunited for a fifth season that sees them taking on cyber threats in far-flung parts of the globe. All the adventure, drama and action show no signs of slowing anytime soon. Join us!

GET THE INSIDE SCOOP: https://www.knowbe4.com/inside-man-webinar-odw

THE INSIDE MAN

SEASON SIX

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Optional Training Content

Personalized Training

Deliver content that is more fun and engaging for the entire organization.

- The more relevant training content is to the audience, the more they will pay attention.
- **Security Snapshots** KnowBe4's Security Snapshots are bite-sized, digestible security awareness content pieces that deliver focused cybersecurity tips and real-world examples in just a few minutes,
- **Chameleon** series delivers cutting-edge training on sophisticated social engineering attacks, equipping employees with advanced skills to identify and defend against modern cybercriminals who expertly adapt their tactics and exploit human psychology to bypass traditional security measures.

Optional Training Content

How do I select training topics?

- KnowBe4 has the most extensive security awareness library to help you manage the ongoing problem of social engineering.
- We recommend that you use our Automated Security Awareness Program (ASAP), a revolutionary tool for creating and implementing a fully mature, customized program for your organization.
- Identify Roles within your organization that have elevated access or are more sensitive in nature
- Review compliance requirements by state, county, industry

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Children’s Cybersecurity kit

KnowBe4 Children’s Interactive Cybersecurity Activity Kit

Provide content employees can take home to keep their kids safe online.

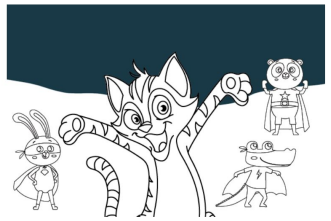
- Fun and engaging learning: The kit offers interactive activities, videos, and games to make cybersecurity education enjoyable for kids. This approach helps children absorb important safety concepts more quickly.
- Age-appropriate content: The materials are tailored for children in kindergarten through middle school, ensuring that the cybersecurity lessons are presented in a way that's understandable and relevant to this age group.
- Comprehensive coverage: The kit covers many essential cybersecurity topics, including AI safety, password security, phishing awareness, and online privacy.

Children’s Cybersecurity Kit

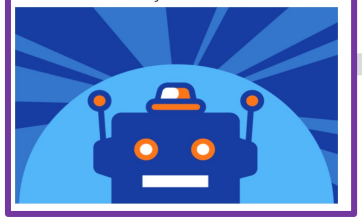
Bye Bye Bully Module

Spot the Phish - Kid's Edition

Security Cat's Activity Book for Kids



AI Safety for Students



Hack-A-Cat Roblox Game

How do I promote the KnowBe4 Children’s Kit?

- The KnowBe4 Children's Kit provides a valuable employee benefit that extends cybersecurity awareness beyond the workplace into employees' homes, offering age-appropriate resources to help their children develop safe online habits and digital literacy skills.
- This family-focused initiative demonstrates your company's commitment to employee well-being and recognizes that cybersecurity is a shared responsibility that extends into personal and family life.

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Home Course

KnowBe4 Home Internet Security Awareness Training

Being aware of cyber threats isn't just for the workplace. This module explores a wide range of topics from email phishing scams and social media attacks to mobile device safety and password security. Bring security home with you; learn how cybercriminals target your personal accounts and what measures you can take to protect your information and your family with the KnowBe4 Security Awareness for Home module.

Identify…

what security awareness is and why it's essential to your online safety

Understand…

how cybercriminals use common tactics to mislead and manipulate you

Learn…

what you can do to protect yourself and those closest to you from cyberattacks

Password:homecourse

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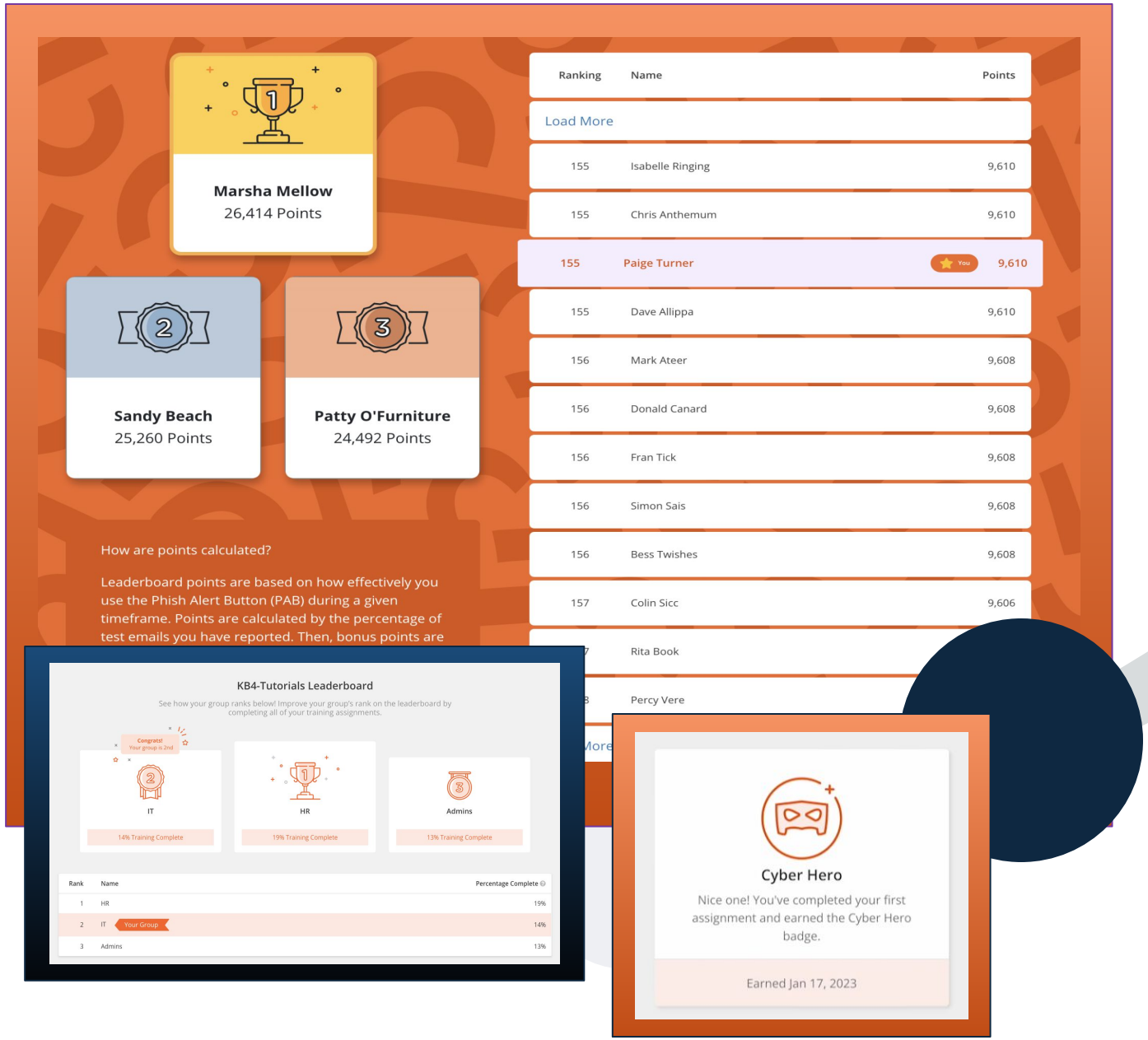
Reporting Contest

Year Round Suggestion



Gamification

What is Gamification?

- Gamification is the addition of gaming features or principles to something that typically does not have a gaming element--in our case, security awareness training and e-learning content.
- Gaming features can include badges, points, rankings, rewards, and more.

Gamification can be applied to almost any user action

- Completing training courses
- Reporting Phishing Security Tests (PSTs)

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Golden Phish

Option 2

The Golden Phish Contest

Keep your users on the edge of their seat looking for the Golden Phish!

STEP 1 — Announce this contest to your users via your preferred method of communication (intranet, email, Slack or Teams, etc.). This will ensure that your users are on high alert for the Golden Phish! You can also explain how to report a simulated phishing email using the PAB.

STEP 2 — Use either your existing recurring phishing campaigns, or create a new weekly recurring campaign for the month of October! Make sure to utilize the **Full Random** feature. In your phishing campaign settings, select a phishing topic with a large selection of templates. This will prevent you from having too many potential winners.

STEP 3 — Choose a template out of the pool of templates you will be sending to choose as the "Golden Phish". Don't tell your users what the template is.

STEP 4 — The user who does not click the Golden Phish email and reports the email wins! If you have multiple winners, you can do a raffle or choose the user who reported the email the quickest!

Finding Your Winners

You can find your winners by utilizing the **Phishing Activity Report** in your KSAT console. Select only your Golden Phish campaigns, and download the CSV file. You can use the filter function on the Template column of the CSV file to find users who received and reported that template.

Prize Ideas

Organization swag, gift cards, time off, certificates, prize items (GoPro, Apple Watch, Bluetooth speaker, MacBook)

Catch The Golden Phish

Golden Phish Contest

Catch the Golden Phish is a contest that we use with reported phishing simulations to get users engaged and the opportunity to win points for reporting phishing simulations.

- How to play - Choose a template or multiple templates that are harder in difficulty and send out to the entire organization.
- At the end of the month/quarter select 5-10 winners who will receive gift cards/ awardco points, company swag for "catching the golden phish."

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Real Threat Hunters

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Human error. Conquered.

- Set point values: 100 points for phishing emails, 200 for new threats, 300 points for spotting BEC attacks.

- Add bonuses: First Employee who reports the phishing attempt receives extra points.

- Create digital badges: Security Hero (10 reports), Eagle Eye (spot 5 threats first), Monthly Champion Add accuracy component, if a user reports over X amount of spam emails they lose points.

- Build scoreboards: Individual monthly rankings, department scores, yearly champions • Launch with training: Show employees how to use the phishing report button and explain the point system

- Give recognition rewards: Public shout-outs, certificates, newsletter mentions, reserved parking

- Offer physical prizes: Gift cards, extra PTO days, company swag, team lunches for winners • Keep rules simple: Easy-to-understand scoring, quick feedback, transparent criteria

- Track success: Monitor report volume, accuracy rates, participation, and threat detection speed

- Stay flexible: Adjust points, add new challenges, and respond to employee feedback quarterly

- Celebrate wins: Make people feel good about protecting the company through regular recognition

PHISH HUNTER ELITE

Real Threat Hunters

Real Phishing Threat Hunters

Use PhishER to identify employees who have successfully reported real phishing attempts to PhishER and successfully helped the organization stop a cybersecurity event.

- Find your top reporter broken down by total threats reported or ratio of threats reported (Not reporting just spam and a few threats) for a company wide shout out/ recognition exct.

- Include this user/users in a company wide shout out for continued positive reinforcement around reporting real phishing attempts. Possible reward included : Digital signature Badges

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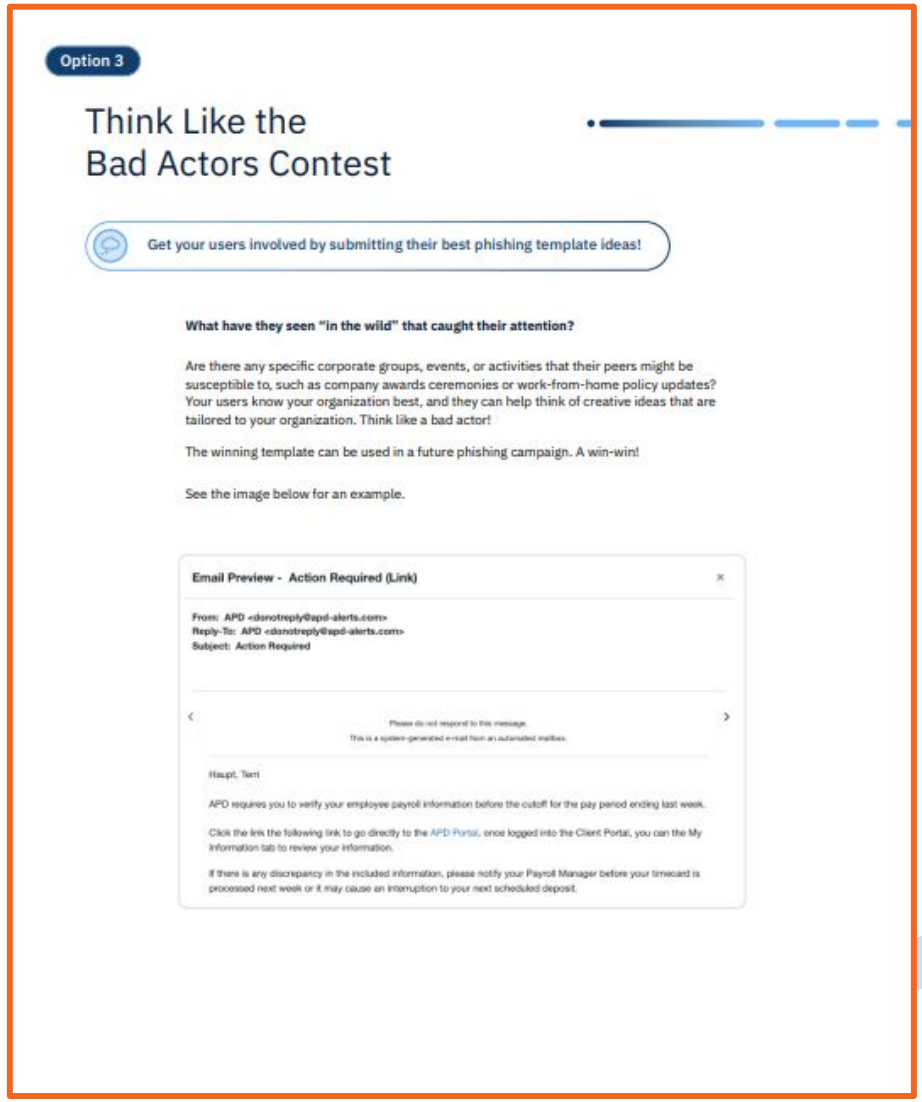
Phishing Tournaments

Bad Actors Contest



Bad Actors Contest

Think Like The Bad Actors

Think like a bad actors contest is designed to have your end users more engaged by creating their own phishing templates to be used in a simulated phishing campaign.

- How to play - Choose your Top 10 Phishing Templates and send out to the entire company.
- At the end of the month the employee who had the highest click rate or most emails that were clicked on wins a prize.

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Level Up Contest

Option 4

Level Up Contest

"Level up" your users each week by starting out with easier tests that gradually get harder over the course of the month.

Use Smart Groups to create a weekly challenge for users who use the PAB. You can run this contest each week in October or keep the fun going throughout the quarter or year!

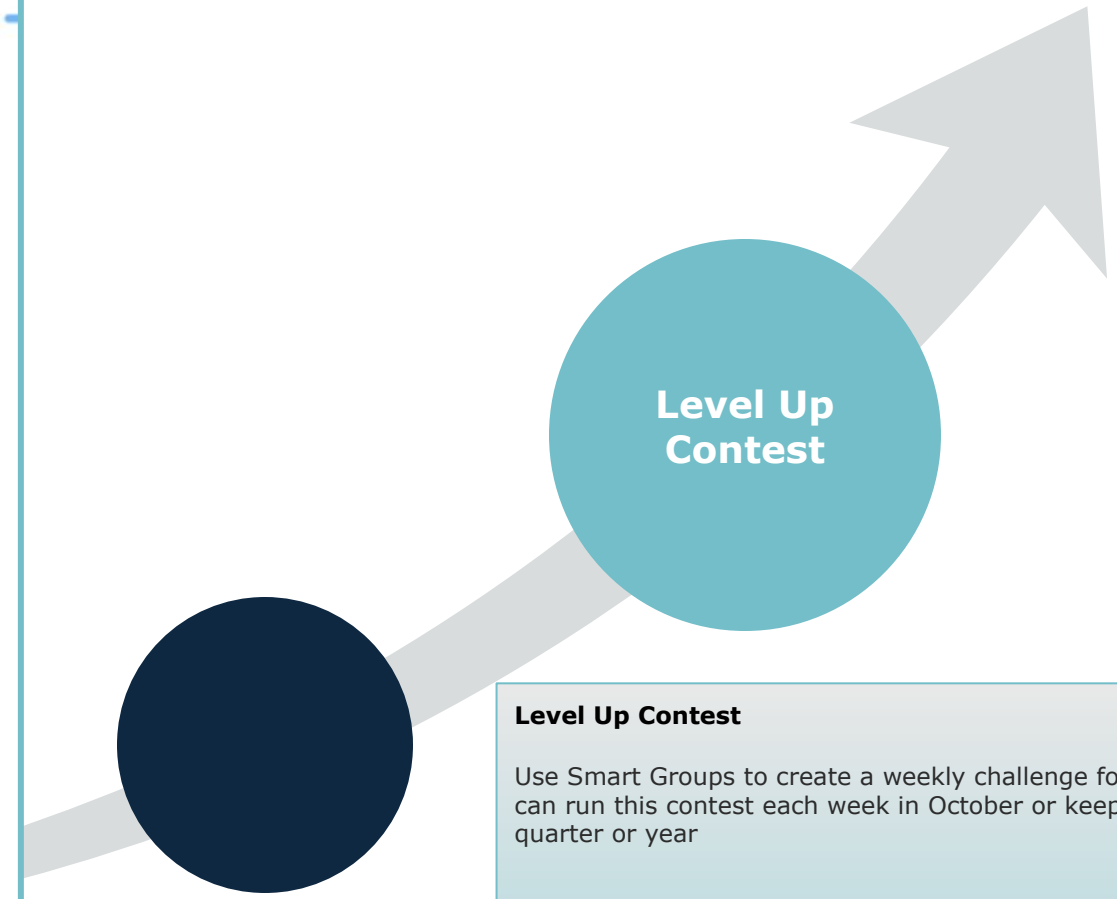
Create a one-time phishing campaign for each week in October, and set your campaign settings to **Full Random** for sending your simulated tests.

WEEK 1	Use 3-star templates and select non-spoofing topics such as Online Services, Banking & Finance, and Social Networking
WEEK 2	Use 4-star templates and select spoofing topics such as Business, IT, and Mail Notifications
WEEK 3	Use 4-star templates and select spoofing topics such as Business, IT, and Mail Notifications
WEEK 4	Use 5-star templates and select topics such as Business, IT, Mail Notifications, HR, and Reported Phishes of the Week

See the next page for Smart Group examples.

Finding Your Winners

You can determine winners by viewing your Week 4 campaign results and seeing who didn't fail or report the emails. You can award individual users, use a raffle method, or give prizes or certificates to all users who passed the 4th round!



Level Up Contest

Use Smart Groups to create a weekly challenge for users who use the PAB. You can run this contest each week in October or keep the fun going throughout the quarter or year

- How to play - Users are phished with easier phishing templates and graduate to the following round by not failing and reporting the previous weeks phishing test.
- At the end of the month the winners are added into a drawing, and or will receive digital badges recognizing them as best of the best.

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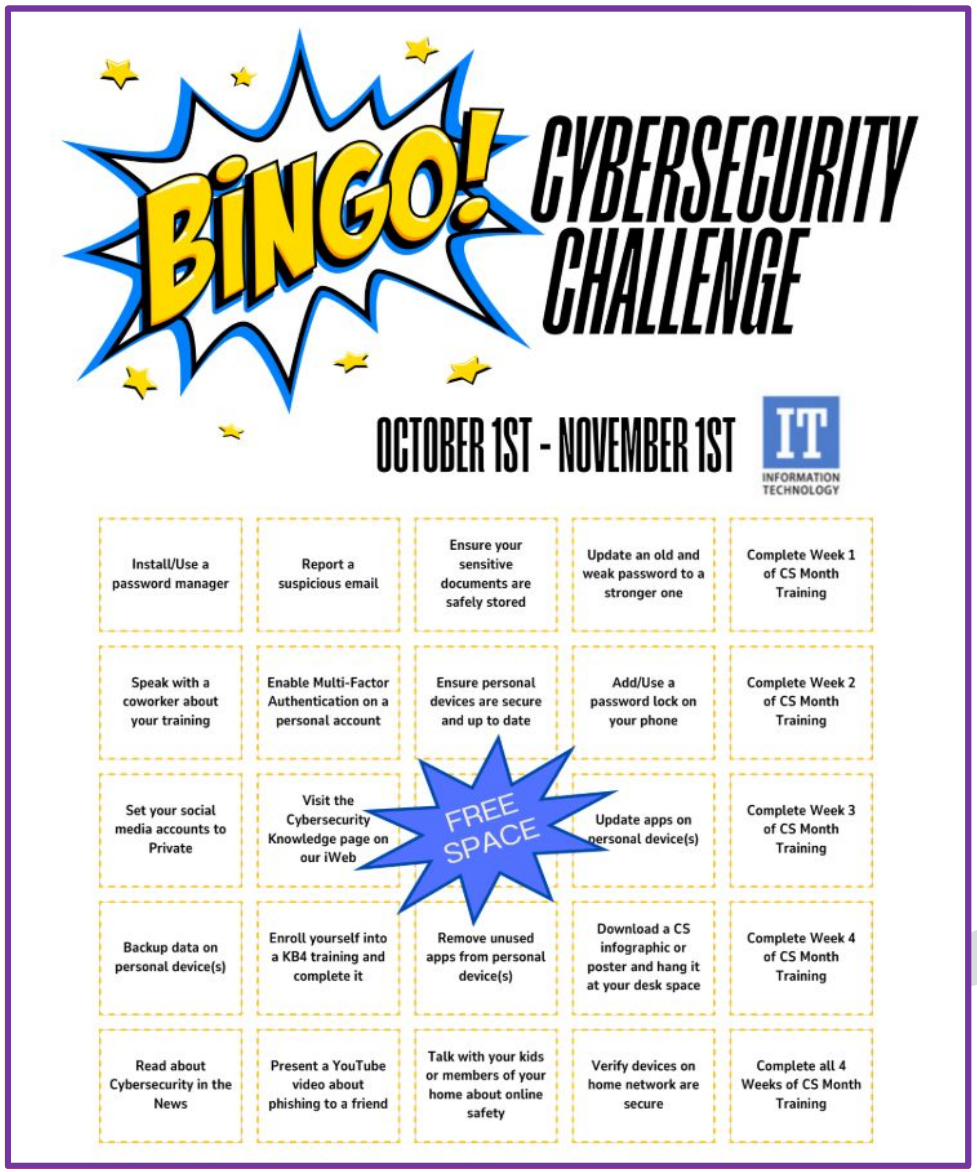
Additional Ideas

NCSAM Bingo



NCSAM Bingo

NCSAM Bingo

Use games like Bingo for Cybersecurity Awareness Month for additional gamification options. Tie in security concepts, secure practices, and policies into the scorecard.

- How to play -Employees would edit their Bingo card with a picture of them doing the activity that is required for that spot. At the end of the week/Month Employees would submit their bingo card to IT team, winners are then selected from a drawing to win prizes, swag, shout outs.
- Determine your reward/recognition program.

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Lunch and Learn

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Theme: "Cybersecurity 24/7: Staying Safe at Home and Work"

• Format: 30-45-minute interactive session

15 min: Overview of cyber threats in both work and home environments

20 min: Live demo of common scams (e.g., phishing, smishing) in personal and professional contexts

10 min: Q&A and open discussion on best practices

• Engagement:

Start with a quick quiz: "Is this a work or home cyber threat?"
Share real-life examples of cyber incidents affecting both personal and professional lives

Encourage attendees to share their own experiences from both settings
• Key Topics:

Using the Phish Alert Button (PAB) at work
Applying work security practices at home (e.g., strong passwords, multi-factor authentication)

Recognizing social engineering in various contexts
Protecting personal devices that may connect to work networks

• Follow-up:

Provide access to KnowBe4's Home Internet Security Awareness Course for employees and their families

Lunch and Learn

Lunch and Learn

Lunch and learns are valuable opportunities for knowledge sharing and team building

- To organize an effective lunch and learn, choose a relevant topic, invite a knowledgeable speaker, and ensure the content is engaging and concise to fit within the lunch hour.
- Consider using games from KnowBe4 like the password game show to make the lunch and learn more interactive and engaging.

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Resources

Resource Allocation

01

Low

Phishing Contest (Active)

Reporting Contest (Active)

Real Threat Hunters (Active)

02

Medium

Think Like Bad Actors (Active)

Optional Training (Passive)

Badges/Awards (Active/Passive)

03

High

NCSAM Bingo (Active)

Lunch and Learns (Active/passive)

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Create a Cyber Champions Program

Build a Team

Champion programs are a great way to have advocates spread across the organization who can further translate and embed the security message within your organization.

Due Diligence

Due diligence should be taken to clearly understand and outline any differences with existing or similar programs.

Leadership Buy-in

Ensure that you have leadership buy-in from your CISO to CEO. They will be the best advocates for their business units.

Monitoring

Create a points based system that allows you to rank champions based on various criteria.

Awards for Employees

Certificates, security related gifts and/or gift cards based on level of participation. Peer recognition and/or acknowledgement or organizational swag.

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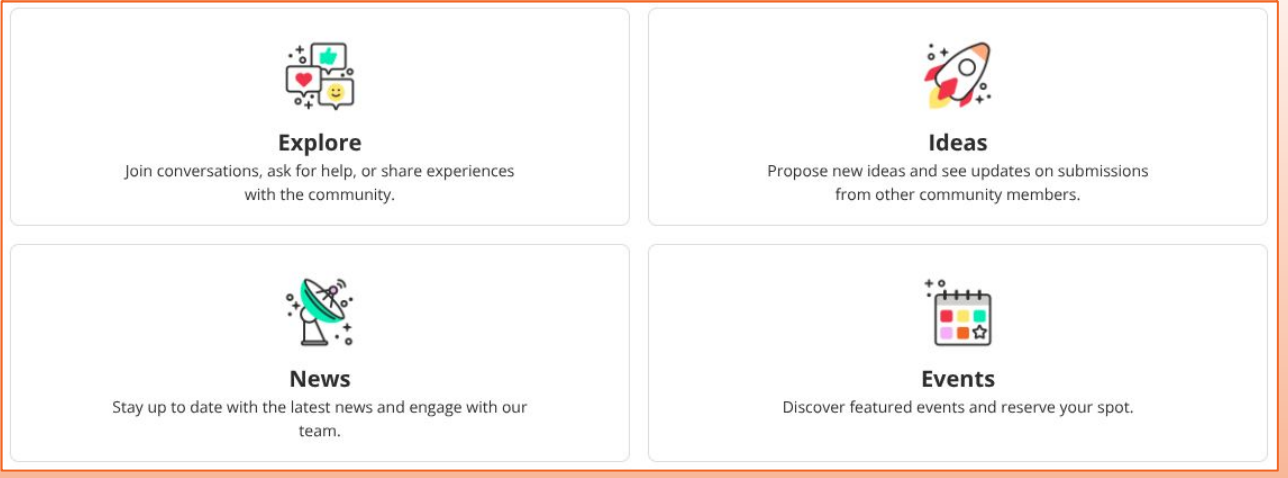
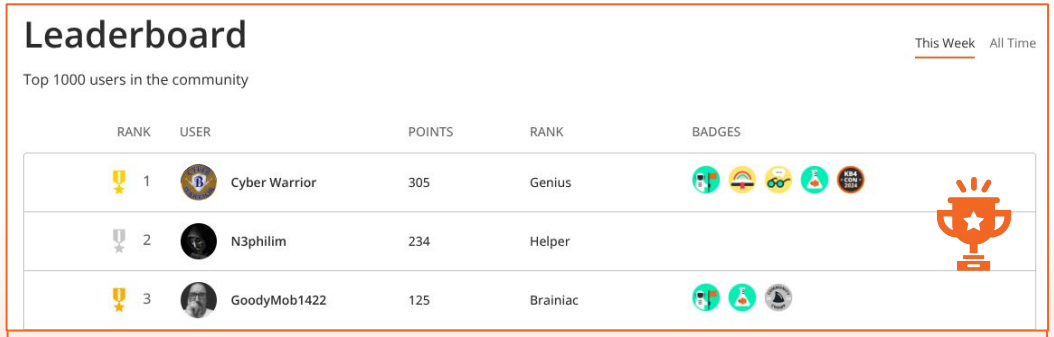
The KnowBe4 Community is a private online user community designed for you to connect, share knowledge, and collaborate on new ideas.

Community members can access exclusive news from our team and share feedback about our products, participate in user surveys, and more.

To get started with the community, you'll need to register your account and set up your profile. For more information, see the subsections below.





Community Extras

- Gamification - As you participate in community activities, you'll earn badges, points, and ranks.Move up the ranks to become a Super User and unlock exclusive perks in the community!
- Discover Groups - join different groups based on betas, industries, regions, and more. Once you join a group, you can create posts to ask questions or start conversations with other group members.
- Product Demos - Community members get exclusive access to full product walkthroughs in the community.

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THANK YOU!