



knowbe4

SUNY

Implementation Phase 3

Continued Knowledge
October 24th, 2025

Meet Your KnowBe4 Team

- **Max Brannen**

Customer Success Manager (Strategic)
MBA, SACP, CCAP

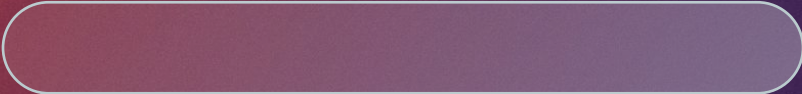
- **Miesh Blankenship**

Account Manager (ENT/Strategic)

- **Rossely Martinez**

Snr. Security Awareness Content Specialist





Implementation Phases Recap

Phase 1 – Onboarding Phase

During this phase, Child Accounts are provided with recommendations on how to leverage the KnowBe4 console, what adjustments are needed to allow for emails to be delivered in their environment, and how to effectively deploy a KnowBe4 security awareness training program.

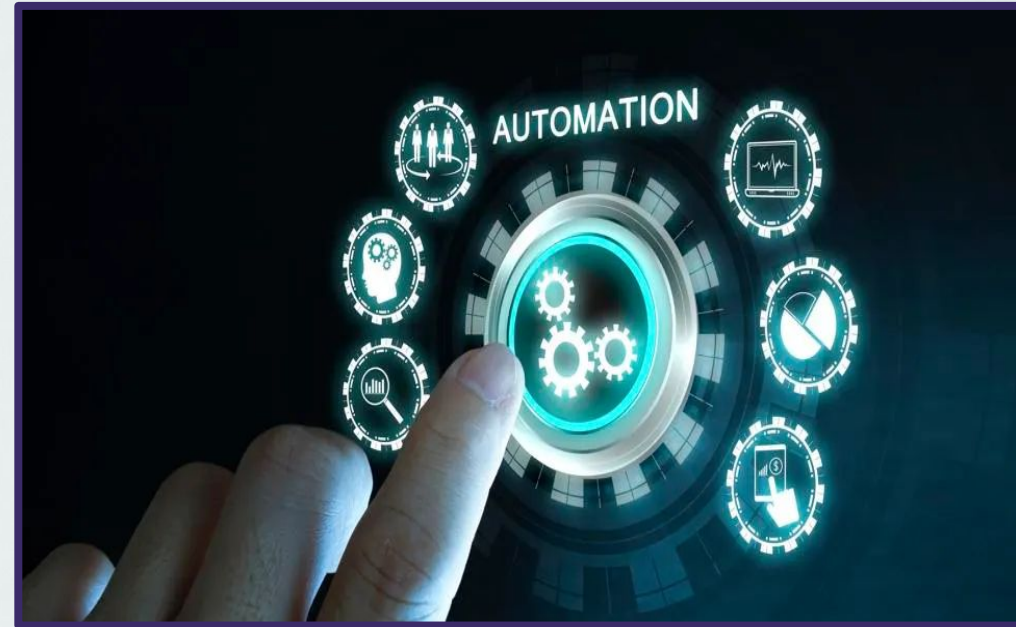
- **Whitelist testing**
- **Console Branding**
- **KnowBe4 Academy Admin Training**
- **Baseline Phishing Test**
- **Initial Training Campaigns**
- **Leadership Communication**



Phase 2 – Automation Phase (Foundational Program)

During this phase, Child Accounts are shown how to optimize KnowBe4's console to leverage automated workflows with phishing simulations, dynamic remedial training, and content recommendations across all Child Accounts.

- **Best practices and recommendations**
 - Phishing template categories
 - Attack vectors
 - Social Engineering Indicators landing pages (Branded)
- **Remedial training recommendations**
 - Training content selection
 - Completion Timelines
 - How to focus on highest risk users
- **Full automation of phishing simulations and Remedial Training**
 - Set up recurring monthly Phishing Simulations
 - Implement automated training for "clickers" (1-5 fails)



Phase 3 – Continued Knowledge Phase

Organizations are advised to add informational communication to supplement phishing and training. This provides employees with regular updates on personal and professional cybersecurity threats.

- **Implement Scam of the Week newsletters**
 - These emails are designed to go out weekly or bi-weekly for supplemental training and awareness.
- **Targeted Training Plan**
 - Work with KnowBe4 courseware team to come in and create a targeted training plan and roadmap for training requirements and or NIST and or CMCC Training Requirements
 - Consider launching the SAPA assessment to benchmark users knowledge of specific areas for future training/communication.
- **Intranet Portal with Optional Learning**
 - Pick short effective and fun video modules to supplement learning



Phase 4 – Data Collection Phase

Organizations are advised, initially, not to make changes to the consoles. This will allow for benchmarking and the proper assessment of user population- and program performance, to tailor future program level for Phase 4 (program diversification).

GROUP AMA and Best Practices call – Scheduled for November 3rd at 2pm Eastern Time

Max Brannen- Customer Success Manager (Strategic)

Rose Martinez –Snr. Security Awareness Content Specialist

Miesh Blankenship – Account Manager (ENT/Strategic)

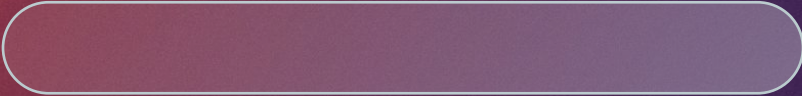


Phase 5 – Program Diversification Phase

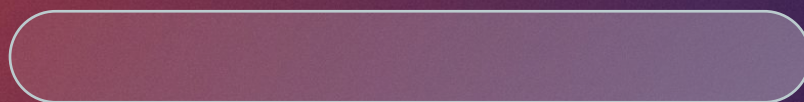
The diversification phase empowers organizations to tailor their security awareness program, relevant to targets and expectations, significantly reducing human-related security risks.

- **High-Risk User Phishing:**
 - Users who have failed more phishing simulations will receive easier phishing templates until they fall below an acceptable risk score
- **Advanced User Phishing:**
 - Users who have demonstrated mastery in the phishing program will receive harder phishing templates to align with their skills
- **Quarterly Credential Phishing Campaigns:**
 - Implement quarterly campaigns that run concurrent with the monthly phishing test, testing exclusively on password theft to the entire organization.
- **New Hire Phishing**
 - Ramp-up approach to their phishing simulations and onboarding training. Strategic ramp up for new hires joining the Dell team
- **Role Based Training**
 - Tailored training programs with micro modules that are relevant to roles and user groups.
- **Culture Initiatives**
 - Gamification
 - Reward programs
 - Cyber Champions Program





Continued Knowledge Phase 3



Scam Of The Week

Setting Up Scam Of The Week

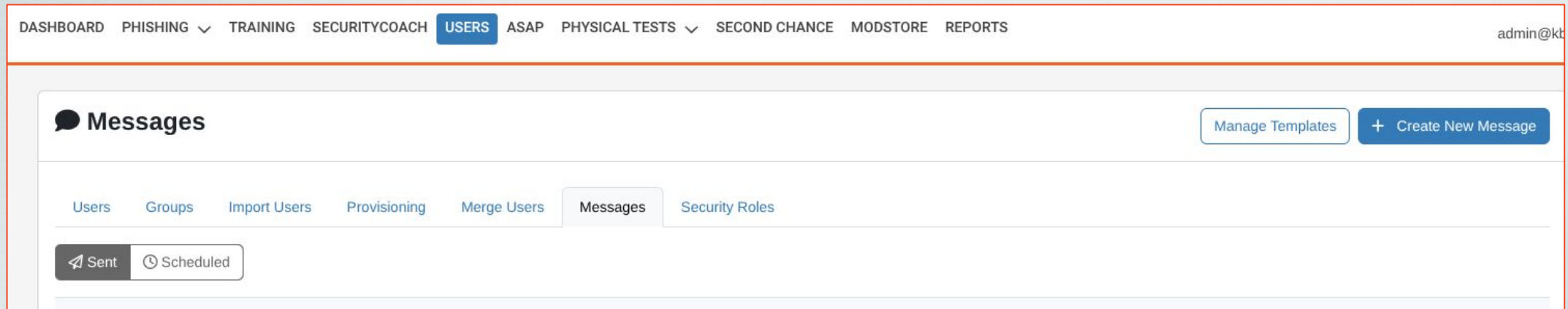
Log in to your KSAT account

Navigate to the Users tab

Click on the Messages sub-tab

Click the "+Create New Message" button

In the "Create New Custom Message" page, fill out the following fields



Setting Up Scam Of The Week

Select the frequency to send messages out; weekly or bi-weekly is recommended. You can also choose to send from a custom sender or to a specific group rather than all users in the console.

New Message

[← Back to Messages](#)

Message Name

Scam of the Week

Message Type

+

Custom

My Templates

Scam of the Week

Security Hints and Tips

Frequency

One-time

Weekly

Biweekly

Monthly

Quarterly

Send to

All Users

Specific Groups

Message Delivery Date

10/13/2025

Monday of every week, starting 10/13/2025

☒ Also send this message as an email

☐ Use Custom Sender Information

☐ Make this a branded message

Cancel

Schedule Message

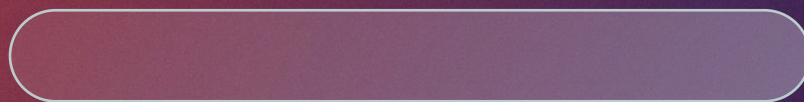
Show Preview

KnowBe4



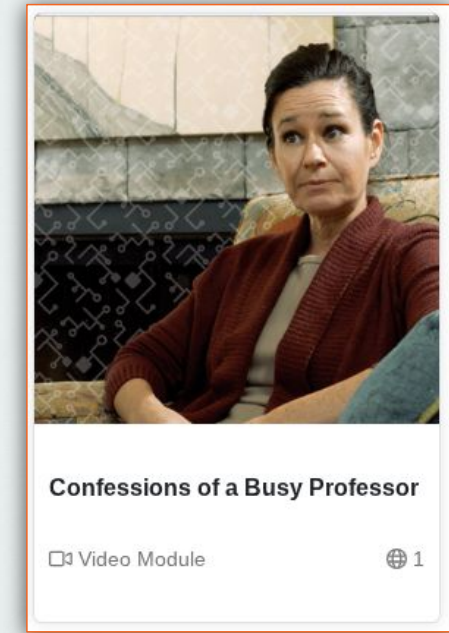
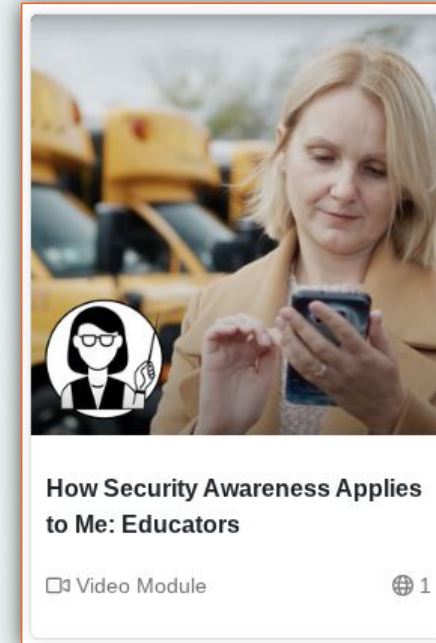
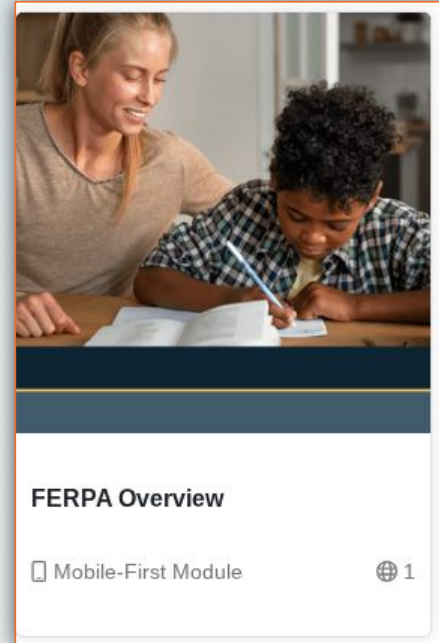
Scam of the Week

The Phish in the Machine



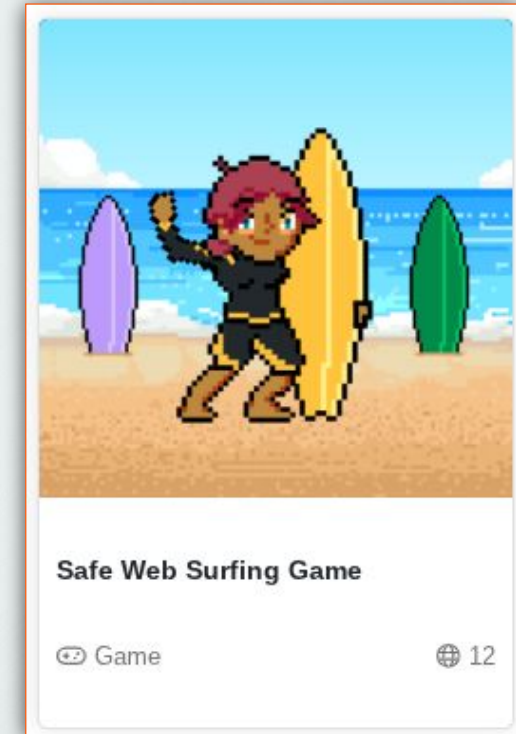
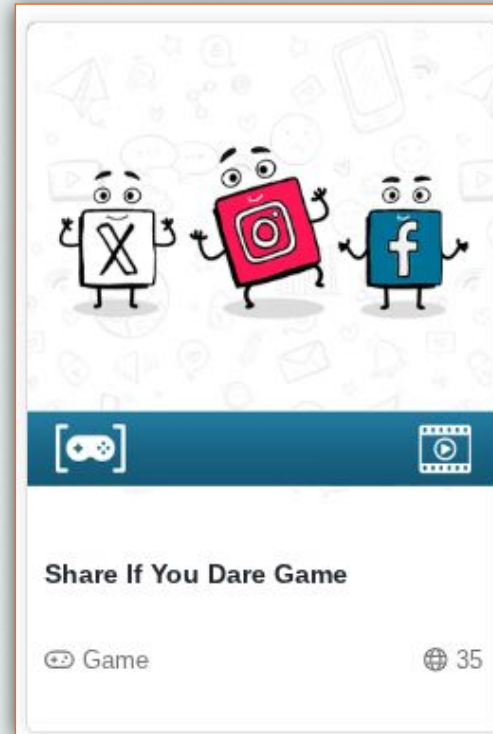
Targeted Training Plans

Starters with Bite-Sized Content



"Launch awareness in minutes, not hours"

Transform training from mandatory to memorable with game-based learning solutions.

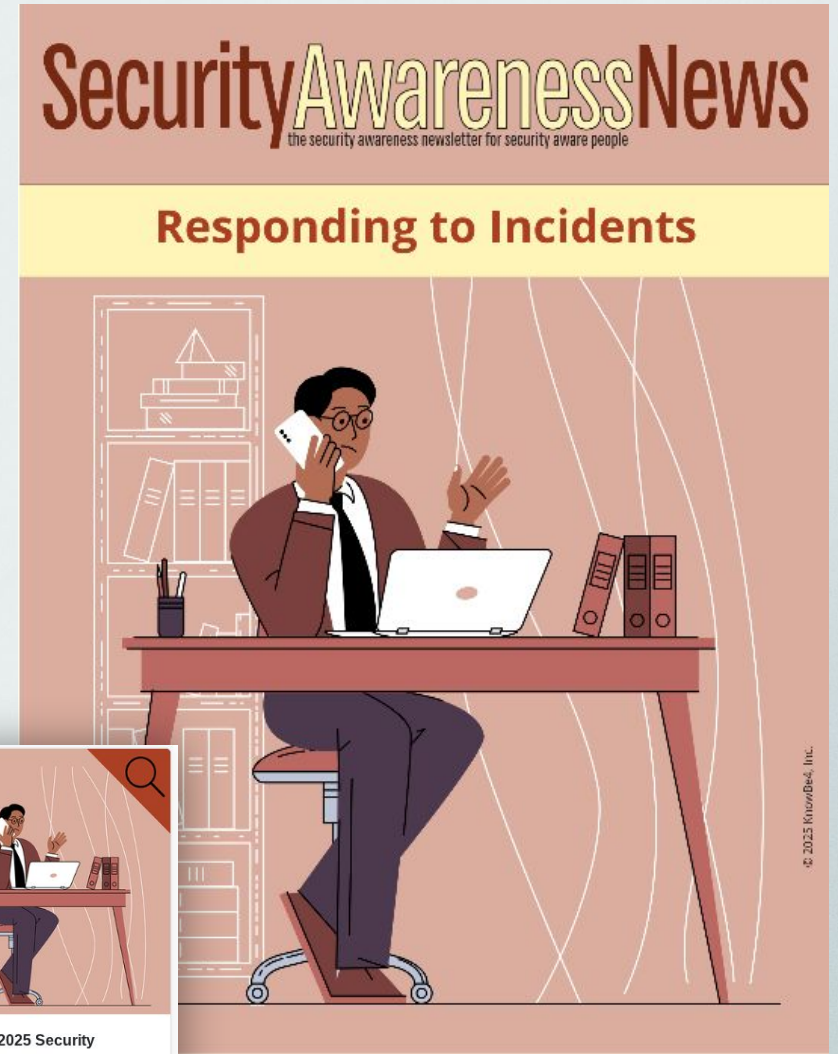
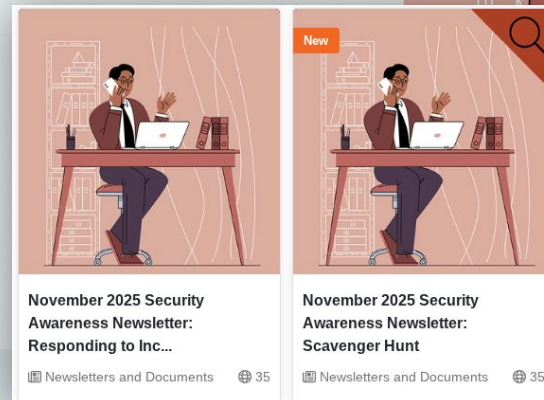


Make security training something employees actually want to do—building real skills while having fun

Newsletter Scavenger Hunt: Learning Made Fun

Why Scavenger Hunts?

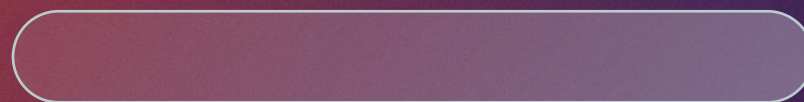
- 🎮 Gamified learning = higher engagement
- 📖 Read at their own pace
- 🏆 Fun competition element
- 🕒 Takes 5-7 minutes to complete



The Power of Cybersecurity Posters



- *Posters keep security top-of-mind with constant visual reminders where employees work.*
- *Reinforce critical security behaviors and reduce human error through persistent messaging.*
- *Transform complex security concepts into simple, memorable guidance that drives action.*



Resources

Newsletters

Newsletters can help keep your users informed about security threats and help reinforce the topics they learn about in their security training.

- Every month, KnowBe4 updates our **Security Hints and Tips** newsletter category with new information about common cybersecurity topics, such as the importance of using a VPN and protecting passwords.
- The **Scam of the Week** is a weekly newsletter written by KnowBe4. The newsletter summarizes a recent real-world scam and provides tips on how to stay safe from similar scams.

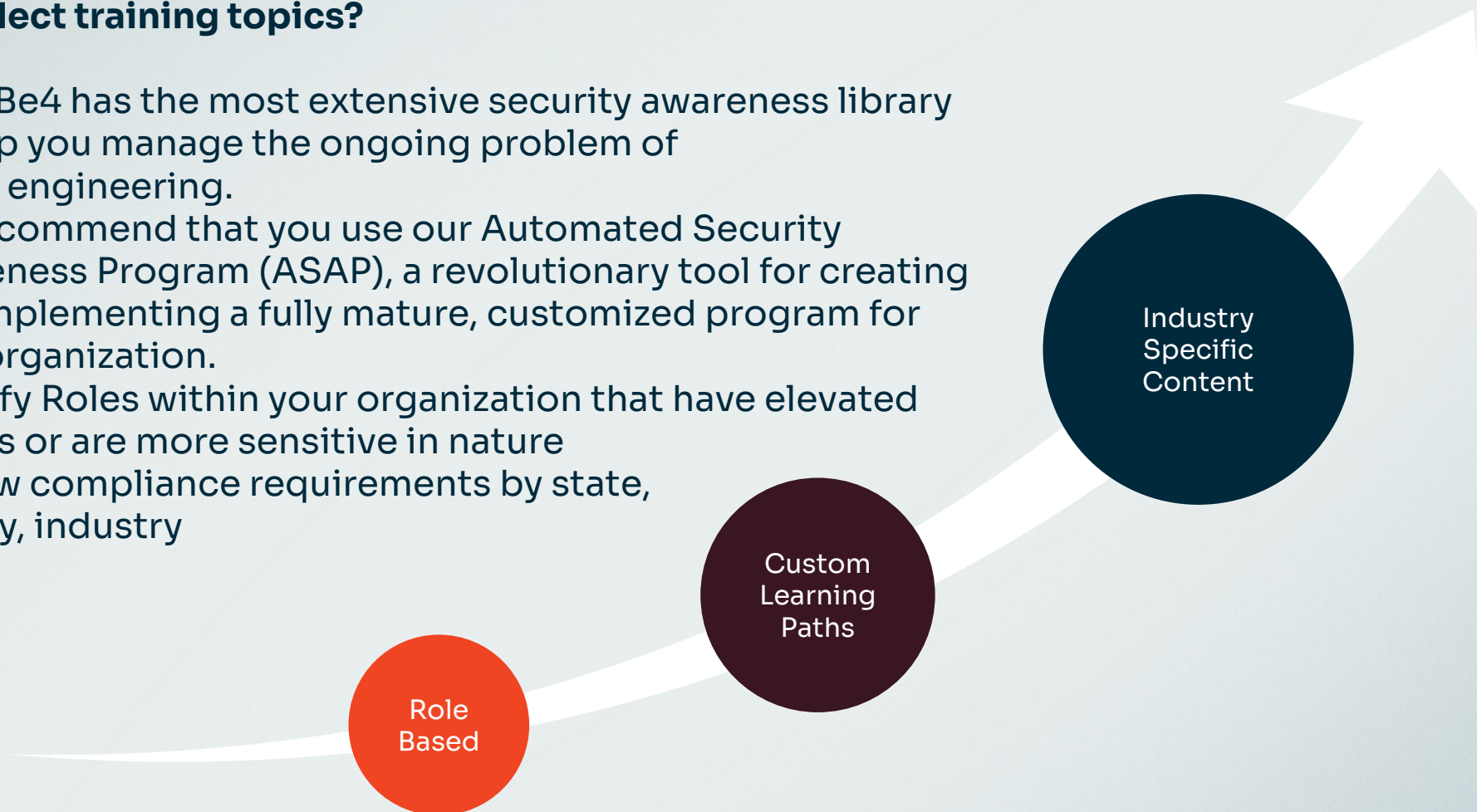


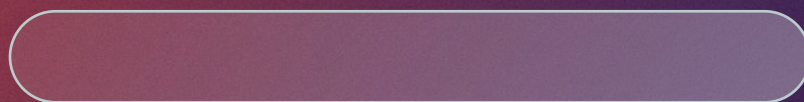
 **Security Hints & Tips**

Targeted Training

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



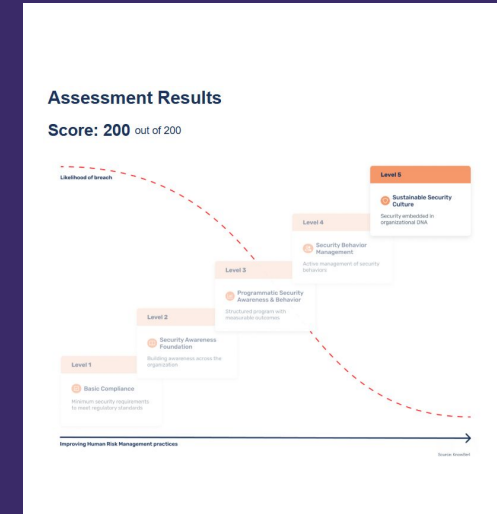


Additional Resources

Program Maturity Assessment Tool

Created by security culture expert **Perry Carpenter**, the PMA offers a structured, practical self-assessment framework focused on Human Risk Management (HRM).

KnowBe4's Program Maturity Assessment tool measures and strengthens an organization's security culture across critical human risk dimensions. As human actions are targeted and exploited by attackers with increased sophistication, organizations need clarity on what is working and how to measure improvement.

The screenshot shows the KnowBe4 landing page for the Program Maturity Assessment. It includes a thank you message, a brief description of the PMA, a 'Start Assessment' button, and a link to start the assessment. It also provides contact information and a link to the PMA overview.

KnowBe4

Thank you for your interest in KnowBe4's Program Maturity Assessment!

The Program Maturity Assessment (PMA) gives you quick insight into what level out of five your organization ranks regarding its security culture and risk awareness. Your results will show you how to improve your organization's level.

[Start Assessment](#)

Alternatively, below is a link to start your assessment:

Registered to:

Link:

How to use the Program Maturity Assessment:
<https://support.knowbe4.com/hc/en-us/articles/42061388521875-Program-Maturity-Assessment-PMA-Overview>

We are here to help! Call us toll-free at 855-566-9234 or [send us an email](#)

[Contact Sales](#) | [Contact Support](#)
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“Your employees’ knowledge, beliefs, values, and behaviors will be the difference between protection and breach.”

KnowBe4 Academy!

The **KnowBe4 Academy** is an education platform where admins can learn how to successfully use and integrate KnowBe4's products. In the academy, admins can follow various learning paths for different areas of KnowBe4, including KSAT, PhishER, and SecurityCoach.

- On the **Home** page, you can view our introductory courses, such as KnowBe4 101 and PhishER 101.
- View our **Knowledge Base**, connect on the **KnowBe4 Community**, or go to **KnowBe4.com**.
- On the **Topics** page, you can view all of your learning topics organized by category. You can even click **Follow** to receive notifications when new lessons are added to the topic.
- The **Library** page allows you to view all of your academy content.



KSAT 101

Learn how to implement security awareness training (SAT) and simulated social engineering campaigns for your users to minimize potential data breaches.



PhishER 101

Learn how you can identify and respond to reported email threats faster and automate your email incident response plan.



Free Tools 101

Learn about KnowBe4's free tool offerings, including the Phish Alert Button (PAB) and Automated Security Awareness Program (ASAP).

Resources

Scam Of the Week

<https://support.knowbe4.com/hc/en-us/articles/226314167-Scam-of-the-Week-Message-Overview>

Training Campaigns

<https://support.knowbe4.com/hc/en-us/articles/360051710194-Training-Campaign-Overview>

SUNY Resources

<https://cpd.suny.edu/knowbe4-webinar-series/past-webinars/>