

Security Culture Eats Human Risk for Breakfast

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Kocho VIEW
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HOXHUNT

We help leaders and employees join forces to prevent data breaches by reducing human risk.



Strategy &
Culture
are interlinked



Culture eats
strategy for
breakfast

Peter Drucker

CULTURE = PEOPLE

PEOPLE ARE YOUR BIGGEST
CYBERSECURITY RISK



74%

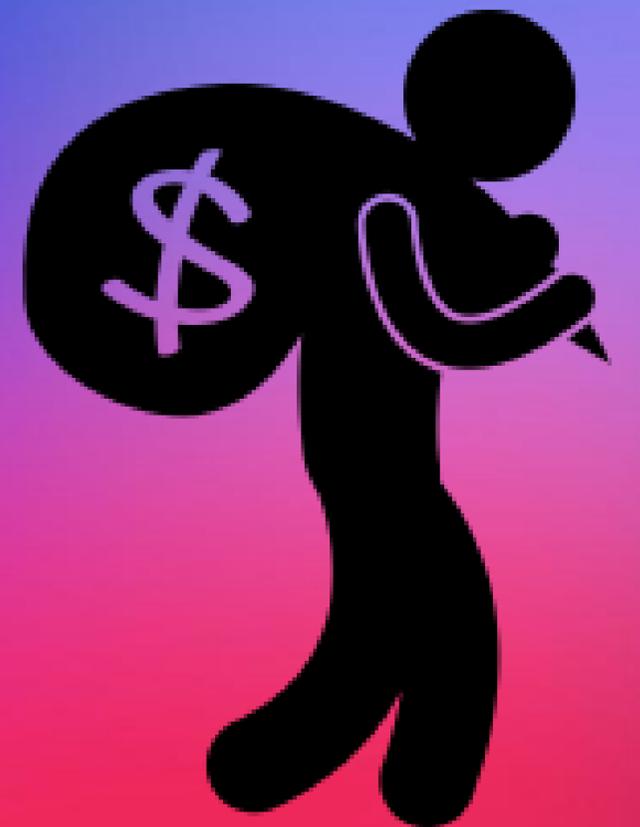
of cybersecurity breaches
involve a human element

VERIZON DATA BREACH INVESTIGATION REPORT 2023

COST OF BREACH

95% of attacks are financially motivated

The global average cost of a data breach in 2023 was **\$4.45M**



MGM BREACH \$100M



HUMAN LAYER

TECHNICAL LAYERS



BEHAVIOUR

KNOWLEDGE

ATTITUDE

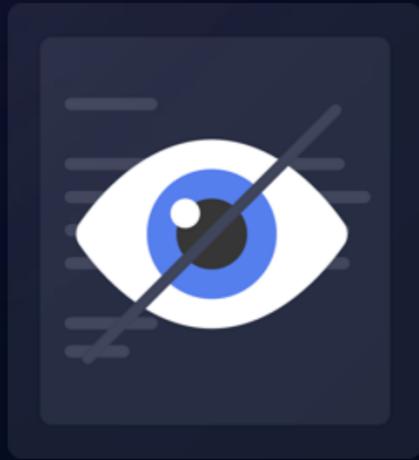
= CULTURE

HOW DO YOU
CHANGE CULTURE?

THE WRONG WAY



Traditional training



Not relevant nor
targeted enough



Not run often
enough



Focuses on
failure

Focus on failure leads to failure

People disengage from boring and irrelevant training

Knowledge doesn't necessarily translate to behaviour



WHAT TO DO INSTEAD



Risks &
Benefits

Fun,
different

Make
security
positive

Personal



Psychological
Safety

THE HOXHUNT WAY



Individual
learning
path

Less than
1 minute

Every
other week

Gamification



Fantastic job!

You spotted a Hoxhunt training email. Keep up the great work with reporting!

Learn about the shady tricks used in this simulated phishing email and earn one more star!

Next



Rewarding experience

5 other people also reported this email

Excellent job! You've caught a malicious email. Avoid any interaction with it.

What's going on?

We have rated this email as malicious with high confidence. The email includes a malicious attachment or link, or techniques practically only used by attackers to make you believe that you need to act upon the email.

The report has been forwarded to Hoxhunt Demo SOC.

What should I do?

It is very important that you avoid any interaction with the email. Do not click the links, download attachments, or reply.

Instant feedback when reporting a real threat



Wood

31



Stone

42



Granite

55

60



Iron

70



Bronze

99

Leaderboard

Quarter 3 2023

See all

Hoxhunt All departments

29 Sacha Vekeman 50%

30 Sam Hooke 49%

31 Maxime Cartier 49%

32 Scott Strand 48%

Overall Progress



18 reported
2 clicked
4 missed

Winning streaks



Current streak

1



Best streak

7

Achievements

See all

Next



Eagle eye

Report 20 simulations

18 / 20

Latest



Exploring the Milky Way

Earn a total of 50 stars

Gamified journey

- 🏠
- 👤
- 🗄️
- 💡
- 🔄
- 🛡️

Welcome admin 🙌

The Hoxhunt Security Score shows you the current state of your organization's human risk. Explore your data and find out where your risk lies.

Hoxhunt Security Score

See how it's calculated >

65

Novice **Master** Legend

Your score is relative to the performance of all our customers using the same set of products as you.



Human Risk Categories

Protect your organization by lowering your human risk.

Category	Score
Culture & Engagement How well employees take part in training, their 'security attitude', are they engaged.	65
Competence How well employees perform in training, their level of competence as determined by their training.	42
Real Threat Detection How well employees are performing against real threats facing the organisation.	81

Category	Sub-category	Score
Culture & Engagement	Simulation reported	54
	Simulation misses	90
Competence	Simulation reported	54
	Quiz score	30
Real Threat Detection	Simulation reported	54
	Simulation misses	90

DOES IT WORK?

The Hoxhunt Challenge



125

COUNTRIES



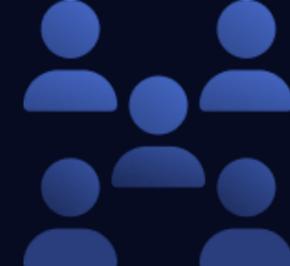
9

INDUSTRIES



38

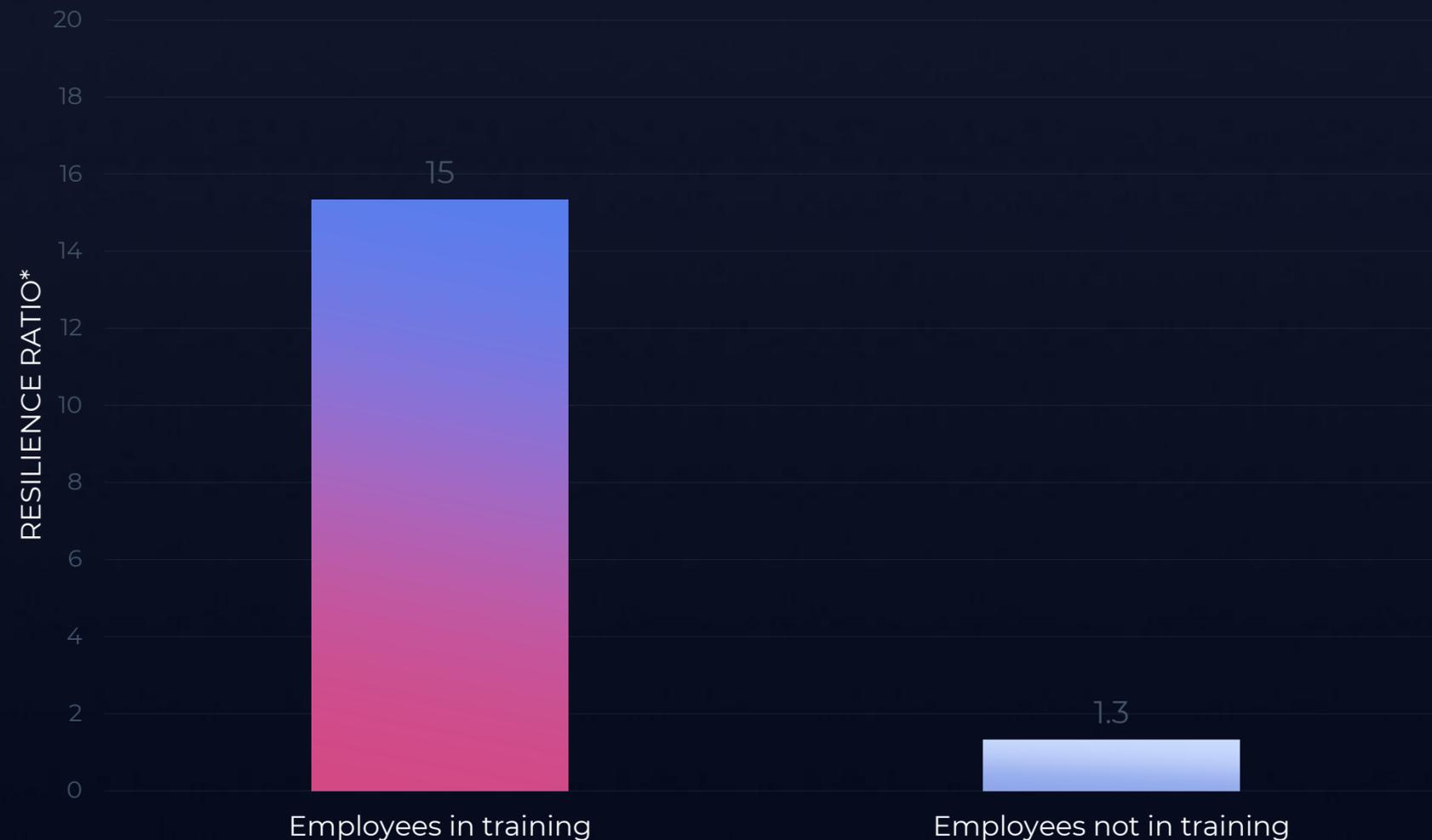
ORGANIZATIONS



591K

EMPLOYEES

Trained employees are more resilient



An employee in training is an employee who has reported at least one phishing simulation.

Trained employees are **12x** more resilient ratio – the ability to withstand attacks – than untrained employees

After 18 months, **3x** more likely to report

*Resilience ratio = engagement rate / fail rate

Case Bird & Bird

Resilience ratio: **6X**

“For us, the biggest surprise and best statistic about Hoxhunt is that people love it.”

— Martyn Styles, Head of Information Security



REMEMBER:



Continuous training of employees decreases your human risk



You need to truly engage people in order to change culture



Positive reinforcement always works better than punitive approaches



People are your greatest risk

Thank you!



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