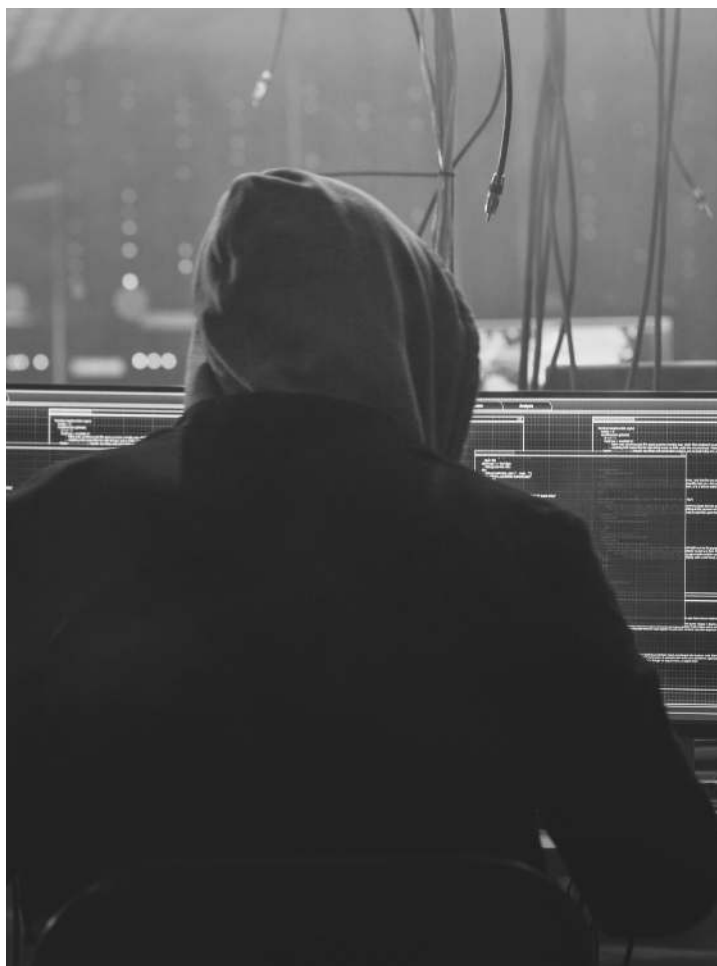




Welcome to the new look TalkSecure. From now on you'll receive a TalkSecure less frequently, once a quarter, but we intend to pack them with more value.

Each TalkSecure will contain 3 main features. **Talking Points** - case studies from the world of security culture and behaviours. The **Culture Coach** - a little bit of education, research or learning we'd like to share. And **The Exchange** where we share ideas and get perspectives from people connected with the security world.



IN THIS EDITION

Ever used neuroscience to engage a tricky audience?

Can people you've never met make good Security Champions?

**The Culture Coach:
Introducing the Change Model**

The Exchange: Hear from Hannah Tufts, owner and found of Exhale Barcelona on what led her to using neuroscience and much more

Talking Points

Ever used neuroscience to engage a tricky audience?

With over 100 billion-plus neurons in the brain constantly transmitting and receiving impulses from cells and nerves throughout the body we'll leave the detailed understanding to the neurologists. But let us suffice to say our nervous system works to produce our thoughts, emotions and behaviours. Therefore, if we can help people understand what's happening in



their brains there's an opportunity to disrupt the process and create behaviour change. Put it this way, a cyber-criminal certainly understands it, and uses this against people every day.

Earlier this year we were handed a challenge. To create an engaging learning piece for a diverse global group of senior leaders. As you know this audience is a tough sell, time-poor and engaged with other business priorities. So, we turned to our content partner owner of Exhale Barcelona, Hannah Tufts. Hannah brings a unique blend of understanding security, neuroscience and wellbeing.

Reactions have been really positive with comments such as 'a fantastic way to talk to a senior audience without making them feel they are being treated like children, but at the same time acknowledging they may not be aware of some of the basics'.

“Realising that our ancient brain's activity plays such a big role in how we engage with technology makes it easier to approach cyber security awareness with empathy. Not only does it suddenly seem possible to change our habits to be more secure, but we can use this insight to help create a healthier balance in other areas of life, too.”

Hannah Tufts - Exhale

Can people you've never met make good Security Champions?

February was looking rosy, a new client, and a date set to kick off our Security Champion's programme. We all know what happens next, right... At the drop of the hat our whole world of face to face events turns to MS Teams. But would it still be possible to build good engagement with Security Champions having never met?

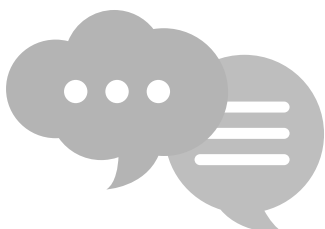
It started with a story. . .

in this topsy-turvy world it was more important than ever for Champions to build relationships. So before we got into task mode, the entire first workshop was dedicated to telling each other stories about times they felt proud, enlivened and motivated to protect their business. This process does way more than build relationships. It helps us understand what core values drives the biggest business success. When we understand what we do well, we can work out how it can be replicated in other parts of the business.

The methodology we use for Champions has its roots in Appreciative Inquiry. **We learn by asking questions. And we make sense of the world and put things into practice when we collaborate.**



Yes - So as a simple answer to the question, can people you've never met make good Security Champions? Absolutely, if we start with **authentic conversations which are meaningful!**



If you want to carry on the conversation about any of our Talking Points. See our contact details at the bottom.

The Culture Coach

Introducing the Change Model

Change is multifaceted, right? A weave of conversations, contradictions, mistakes, a pat on the back or a whoop of encouragement. The problem is, as communication professionals, we're often asked to produce a comms plan, which is linear. So, what can we learn from the change model? We often use this in workshops to guide thinking about what needs to be part of our programme.



When describing this we often draw an analogy to getting fit. We might have the KNOWLEDGE, that getting fit is good for our health, but do we have the DESIRE to do it? If we have the DESIRE, then can we quickly and easily identify the benefits? Creating OPTIMISM around getting fit, is pretty straight-forward, it's well known what the health and physical appearance benefits are, and if you stick with it you see changes pretty quickly. But how can you create OPTIMISM around changing your passwords to a unique one for each account? Is the benefit immediate and apparent enough to instigate change? And let's not fall back into using scare tactics to create optimism!

[For more on The change model, head over to our YouTube channel and check out 'From Awareness to Behaviour Change - Why people still click on phishing emails'](#)



The Exchange

Name - Hannah Tufts

Job Title - Cyber Security Awareness Content Expert, Digital Wellness Coach

How long have you been within the Cyber Security Sector -? 10 years



Why did you choose Cyber Security?

I know many of my industry peers would say the same, but cyber security chose me! I joined the industry after I graduated from university, in search of a role where I could launch my comms career. Back then it was known as ‘information security’ and I dismissed it to most of my friends as ‘very dry’. I soon realised how much I loved the creative challenge involved in changing the perception of a topic widely perceived as uninteresting. I very quickly discovered a profound sense of purpose in doing something that really does contribute towards a greater good.

What has been your biggest learning curve to date regarding cyber security?

This is a difficult one! Perhaps this is the harsh truth that in 10 years, we are still desperately trying to innovate to engage people in the security and privacy of their own data. Now, I thrive off opportunities to work with audiences outside of the cyber security industry with whom I can continue to challenge my own expertise in an effort to crack those who remain completely turned off by the concept.

I thrive off opportunities to work with audiences outside of the cyber security industry with whom I can continue to challenge my own expertise in an effort to crack those who remain completely turned off by the concept.

What has made you feel super proud about fighting the cyber criminals over the last year?

This year I’ve been fortunate to continue to support Cyber Security Challenge U.K. and the CyberCenturion national competition designed to engage young cyber talent with the technical and soft skills now in even greater demand in the cyber security industry. Doing my bit in my own way to inspire the next generation gives me a huge sense of pride.

If you had a superpower, what would it be to ensure everyone was cybersafe?

Another tricky one. I'd look to the tech giants and developers to be secure and ethical by design every time, as opposed to the weak default security settings that we're issued with whenever we buy a new device or download a new app.

What has been your biggest challenge within 2020?

Without a doubt, juggling running my own business with taking care of my now 16 month old daughter full time and mostly single-handedly. I'm proud to be ending the year on a high having delivered some brilliant projects this year, but it's taken every brief spare moment and been in spite of extreme sleep deprivation to make it happen. Hard work and high standards mean my clients have been incredibly supportive, flexible and understanding, which I will be forever grateful for.

What has been your biggest career achievement to date (within cyber security)?

Going freelance as a cyber security content specialist before I turned 30. I was at a very low point in terms of career satisfaction and my confidence had suffered a big knock before I made the leap, but I realise now that my path was always destined to take shape in this way. My first freelance project was for Layer 8. So I guess my second biggest achievement is being able to say Sarah is still a client over 3 years later! 'Client' doesn't really do our relationship justice.

Here's is my best piece of advice in fighting cybercrime.

It really is everyone's responsibility. Don't hesitate to share knowledge, take action, or challenge requests in an effort to protect someone from the cyber threat. It comes in many dark and darker shapes and forms. We are all credible when it comes to doing what we can in our own unique way to stop cybercrime in its tracks.

carry on the conversation...

 @layer8ltd layer8ltd.co.uk