

RSA[®]Conference2017

San Francisco | February 13–17 | Moscone Center

POWER OF
OPPORTUNITY

SESSION ID: HUM-W03R

Changing Behaviors at Enterprise Scale



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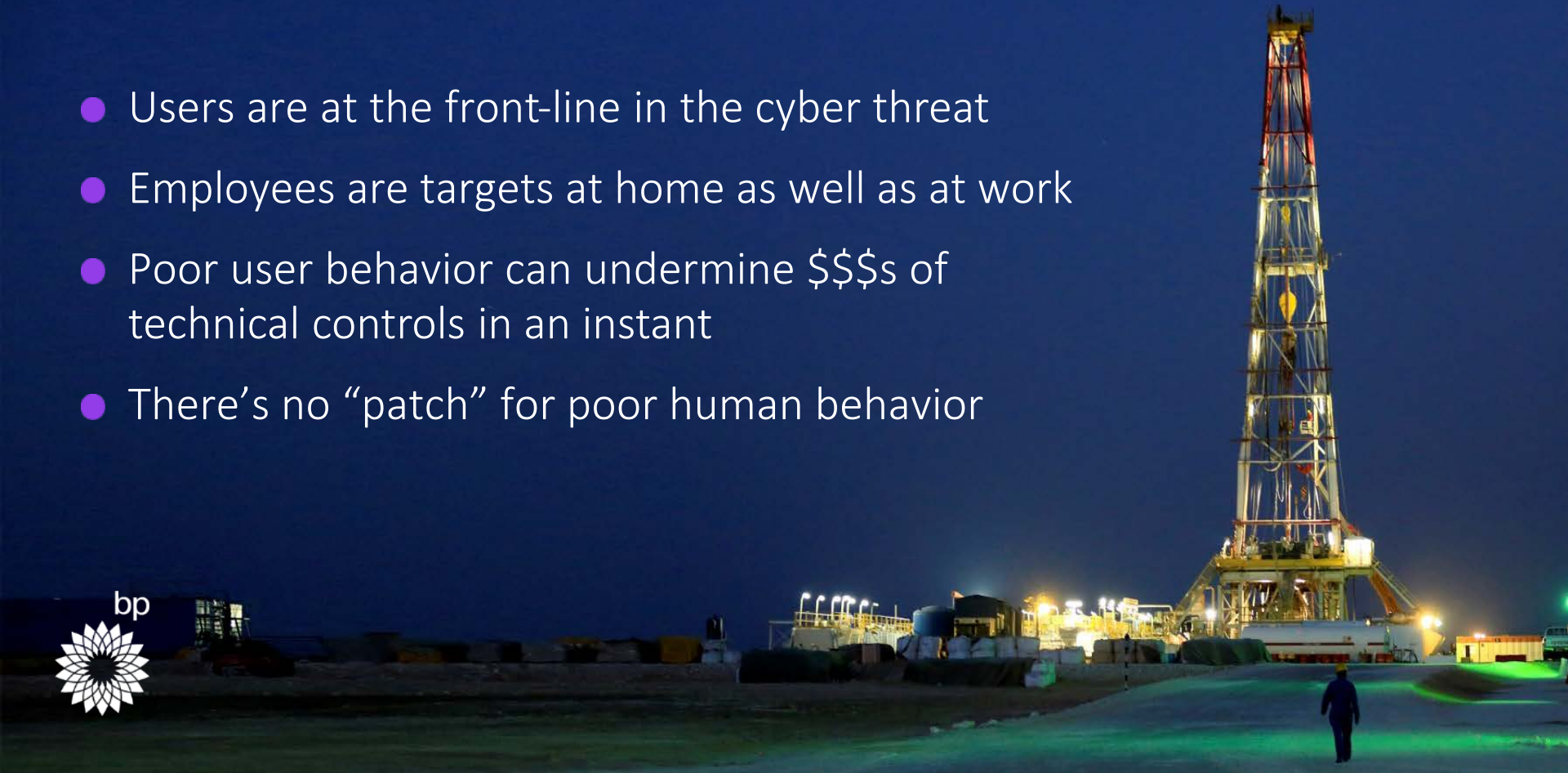


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The importance of cyber security behaviors

- Users are at the front-line in the cyber threat
- Employees are targets at home as well as at work
- Poor user behavior can undermine \$\$\$\$s of technical controls in an instant
- There's no "patch" for poor human behavior



Obstacles to good cyber security behaviors

Most people don't:

- Perceive a risk from cyber threats
- Take the time to understand policies
- Understand the value of their information
- Know what good cyber security behaviours are



Driving behavioral change

- Classify your information and keep it secure
- Maintain a clear desk and screen
- Be discreet in public and online
- Protect your passwords
- If you suspect it, report it
- Think before you click



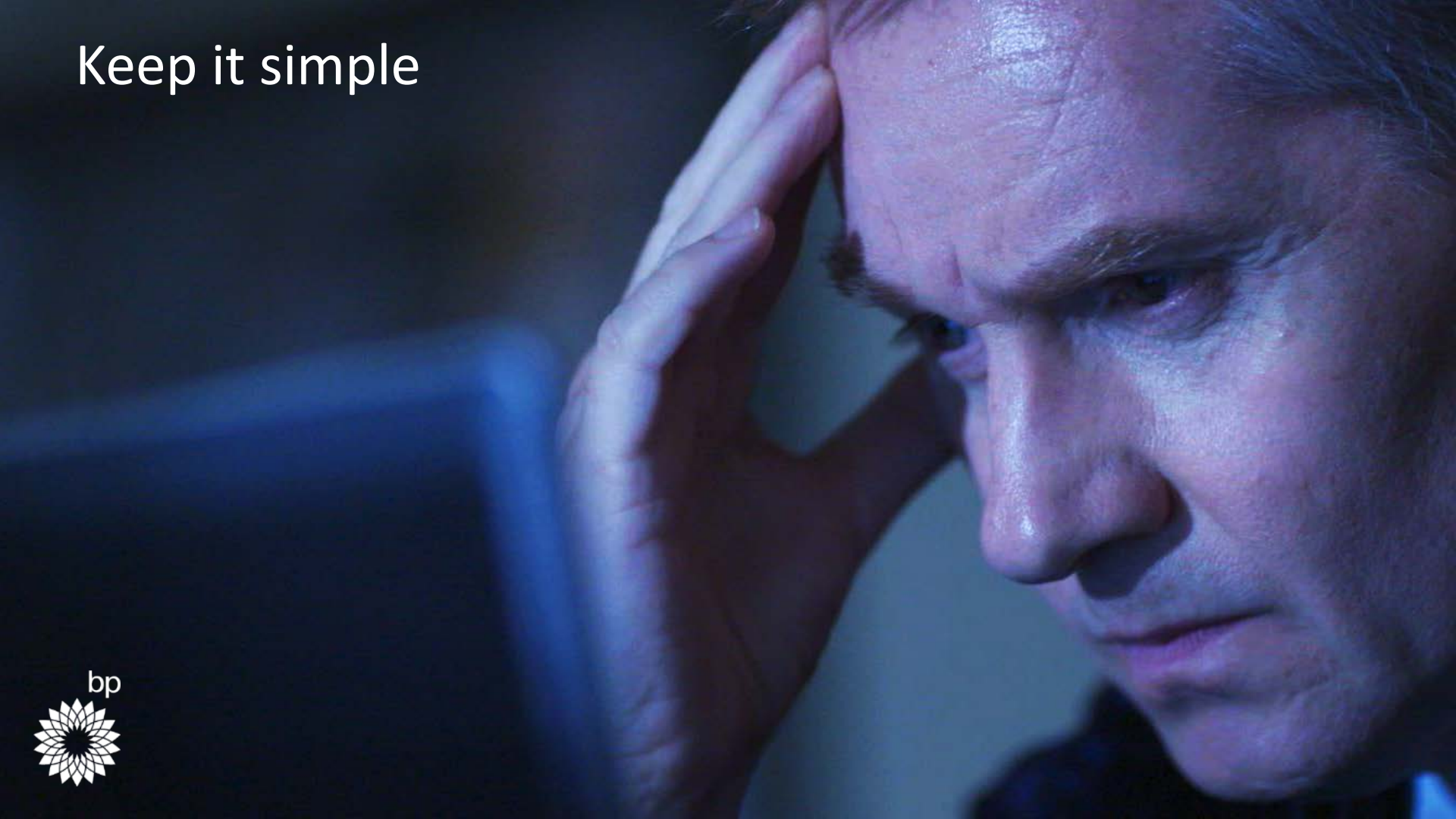
Connect with emotions



Make it relevant



Keep it simple





Measure your effectiveness



CYBER BAROMETER

BAROMETER

SCORING

ABOUT

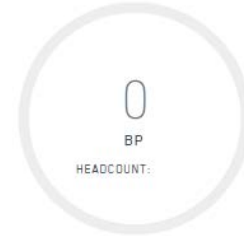
SCORING DETAILS

- THINK BEFORE YOU CLICK
- IF YOU SUSPECT IT, REPORT IT
- KEEP INFORMATION AND EQUIPMENT SECURE
- MAINTAIN A CLEAR DESK AND SCREEN
- BE DISCREET IN PUBLIC AND ONLINE
- PROTECT YOUR PASSWORDS

100-76

75-51

50-0



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Putting it into practice

- Next week :
 - Take a pulse check of the effectiveness of your current awareness campaign
- Within the next quarter :
 - Engage behavioral change professionals
- Within the next six months:
 - Release the first of your quarterly campaigns
 - Measure and review the effectiveness of your activity

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Questions?



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The background features several overlapping, semi-transparent circles in various colors: purple, blue, green, and yellow. The circles are arranged in a way that they appear to be part of a larger, abstract design. The text 'RSA Conference 2017' is positioned in the upper left, and the hashtag '#RSAC' is in the upper right.