Human Behavior – The Weakest Link?

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USA

Euro

Firm Resources Allocated

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What has changed?
**Consumerization**

**Employee Devices at Work**

- USA:
  - Yes: 30%
  - No: 70%
  - Sometimes: 0%

- Euro:
  - Yes: 25%
  - No: 45%
  - Sometimes: 30%

**Social Media**

- USA:
  - Yes: 5%
  - No: 15%
  - Sometimes: 80%

- Euro:
  - Yes: 10%
  - No: 60%
  - Sometimes: 30%

*People have more opportunity and incentive to leak information.*

Employee Devices at Work

Social Media
Improving the Human Firewall
Decisions are based on simple rules.

Simple rule: Distance is determined by clarity.
• Sharp = close.
Deceptions are Getting Better
Examples

- Personal and Persistent
- Timely
Education

• Increase availability by internal communication.
Vividness

• Concrete, emotionally interesting or exciting.
How to Make Vivid?

Embedded Training
Challenges For Education

• Every link wants to be clicked
• Expectations of security
• Speed
• Lasting Change – organizational memory.
• Empowerment
• Consistent messages – the help desk that helps too much!
• Building the culture.
• Culture Change - extending beyond the employee.
• Incentives – positive and negative.
• Testing: How to avoid unnecessary fear?
We Need to Better Understand the Impact of Embedded Training

• What motivates users?
• What makes its memorable?
• Lasting impact?
• How to avoid pitfalls?

• Today’s Workshop!!