



**Protect • Comply • Thrive**

## **Staff Awareness eLearning Courses**



# Did you know?

Current employees **remain** the top source of security incidents.

*PwC, CIO and CSO, The Global State of Information Security@ Survey 2018*

Staff receiving fraudulent emails accounts for 43% of the **most disruptive breaches.**

*Cybersecurity Breaches Survey 2017*

66% of IT professionals admit that **employees are the weakest link** in the company's security strategy.

*Managing Insider Risk through Training & Culture, Experian*

Employees inadvertently exposing sensitive or confidential information ranked as **number one concern.**

*Managing Insider Risk through Training & Culture, Experian*

Emails with malicious links and attachments account for **59% of ransomware infections.**

*Understanding the Depth of the Global Ransomware Problem, Osterman Research*

90% of cyber attacks begin with **email.**

*2016 Enterprise Phishing Susceptibility and Resilience Report, Phishme*

More than 400 businesses are targeted by BEC scams **every day.**

*Symantec 2017 Internet Security Threat Report (ISTR)*

76% of organizations reported being victim of a phishing attack in 2016.

*Wombat Security State of the Phish 2017*

72% of companies are concerned about the **lack of employee awareness of security practices.**

*The Need for a New IT Security Architecture, Ponemon Institute*



## The importance of staff training

A staff awareness training program is an essential element in developing individuals' and organizations' ongoing success, whether for conformance to standards, for regulatory compliance, or for everyday operational effectiveness. Security systems are rendered practically useless without knowledge of how to operate them properly, and procedures won't be followed if staff are unaware of their obligations.

Furthermore, many national and international laws, and international standards mandate staff awareness. National laws and legislated requirements include the Health Insurance Portability and Accountability Act (HIPAA) and the Gramm–Leach–Bliley Act (GLBA) in the US; and Canada's Personal Information Protection and Electronic Documents Act (PIPEDA). International laws include the EU's General Data Protection Regulation (GDPR). International standards include the Payment Card Industry Data Security Standard (PCI DSS), ISO 27001 and ISO 9001.

# Learning options

There are many different, though superficially similar, approaches to learning:

	<b>Classroom training</b>	<b>Live Online training</b>	<b>Distance learning</b>	<b>In-house training</b>	<b>eLearning staff awareness</b>
<b>Audience</b>	Individual	Individual	Individual	Group	Individual
<b>Delivery method</b>	Face-to-face	Web live	Web-based	Face-to-face	Web-based
<b>Delivery time</b>	Fixed	Fixed	Flexible	Fixed	Flexible
<b>Place</b>	Venue	Wherever	Wherever	Workplace	Wherever
<b>Trainer</b>	Present	Present	Self-training	Present	Self-training
<b>Repeatable</b>	No	No	Yes	No	Yes
<b>Custom content</b>	No	No	No	Yes	Yes**
<b>Administrator control</b>	No	No	No	No	Yes
<b>Cost</b>	Fixed	Fixed	Fixed	Fixed	Per user
<b>Additional costs*</b>	Yes	No	No	Yes	No
<b>Formal qualification</b>	Yes	Yes	Yes	Yes	No

\*Accommodation, travel, other expenses

\*\*For more information on customization, please refer to page 11

- **Classroom-based courses** are public training courses conducted by a professional trainer, and suit individuals or small groups of staff who need to be trained on a one-off basis, and who require a structured approach and interaction with others.
- **Live Online training** is live classroom-style teaching delivered across the Internet, and suits those who are unable to travel to the training venue or those who prefer this style of learning.
- **Distance learning** covers the same material as classroom and Live Online courses, but is pre-recorded so individuals can learn in their own time and in a location of their choice. This method provides undiluted core content without any of the interruptions associated with a classroom or Live Online course.
- **In-house training** is similar to classroom-based courses, but is delivered by a consultant or trainer in the workplace. In-house training addresses the need to train large numbers of staff in a particular discipline on a one-off basis, and is more adaptable to the needs of a particular organization than classroom-based courses.
- **eLearning** is the flexible distance-learning alternative to classroom and in-house training, and allows individuals to learn in their own time, in a location of their choice, but still within the carefully structured confines of a formal learning course. Individuals' performance is automatically assessed online, reducing administration and providing automatic records suitable for audit.

# Advantages of eLearning

# Settings



While other approaches to learning are valid, eLearning is a cost-effective, flexible, efficient and increasingly popular mean of delivering staff awareness training in large numbers.



### Cost effective

eLearning courses are often less expensive than classroom-based courses. If you have a large number of staff to train, this can have a significant impact on your training budget.

The price is significantly lower because there are fewer overheads:

- no classroom or trainer hiring costs;
- course materials can be downloaded and accessed via tablets and laptops;
- no accommodation, travel or subsistence costs.

Bulk discounts are usually available for eLearning courses because the number of attendees isn't limited in the same way as in-house or classroom courses. With eLearning, regular staff training can often be delivered for less than \$13 per person per annum.



### Consistent

The presentation of information on an eLearning course is specifically designed for easy comprehension. Complex concepts are explained using practical and non-technical terminology, making it easier for non-technical staff to understand.

Everyone who takes an eLearning course will receive exactly the same information, free from instructors' or other delegates' comments and opinions. The aim is to establish a consistent understanding of procedures and processes throughout the organization, regardless of staff location.



### Higher retention rate

According to the Research Institute of America, retention rates for eLearning are between 25% and 60%, while those for classroom training are considerably lower, at 8% to 10%. This is because eLearning gives employees greater control of the learning process: they can go at their own pace, they can reread information they haven't quite grasped, or they can skim over areas they're already familiar with.



### Minimal environmental impact

The environmental impact of an eLearning course is minimal when compared with a classroom-based course. The carbon footprint is significantly reduced because of the lack of travel, and there is less paperwork because everything is online. If you or your company are concerned about your green responsibilities, then choosing eLearning will help minimize your impact on the environment.



### Tailored branding and content

eLearning courses can be quickly updated and tailored to suit your particular needs, so you can get a more personal training program for your staff.

For example, an eLearning course could be tailored to match your brand and messaging, and to reflect your policies for regulatory compliance.



### Monitor staff progress

eLearning courses usually include a dashboard that allows an administrator to quickly and easily monitor staff progress, assess course attendance, set alerts, follow up with staff, and generate records of which staff members have completed courses.

This information could be used for internal purposes or, if necessary, as evidence in a court of law.



### Minimal disruption to everyday working

According to a Brandon-Hall study, eLearning requires 40% to 60% less employee time than classroom training because of its flexibility. Courses are asynchronous and employees can stop and start as their workload demands, which causes less disruption to business.



### Flexible

eLearning courses are accessible anywhere in the world at any time. A member of staff can be trained wherever they are (at their desks, at home or in a venue of their choice) by accessing a training website (effectively an online training center). Alternatively, training courses can be hosted on the organization's own servers to give staff internal access.



### Unlimited capacity

There is no limit on class sizes, so more staff can be trained at any one time (essentially, anyone with a computer terminal can access a course). Consequently, training the whole staff with eLearning courses takes considerably less time than with public or in-house training: there is no need to gather the whole staff in a single location at the same time.



IT Governance's  
eLearning  
courses

# Staff awareness eLearning courses

Our portfolio of staff awareness eLearning courses spans a range of topics, from information security, ISO 27001 and cybersecurity, to data protection and the PCI DSS.

## Information Security

The course aims to reduce the likelihood of human error by familiarising non-technical staff with security awareness policies and procedures. It ensures that information assets are better protected and increases customer and employee confidence in the organization.

## Information Security & ISO 27001

This eLearning course enables employees to gain a better understanding of information security risks and compliance requirements in line with ISO 27001:2013, thereby reducing the organization's exposure to security threats.

## PCI DSS

This course is designed to increase employees' awareness of PCI DSS requirements, and to provide clear and simple explanations of what companies and individual employees must do to meet the requirements of the current version of the Standard.

## GDPR

This course aims to provide a complete foundation on the principles, roles, responsibilities and processes under the GDPR to all non-technical staff, reducing your organization's risk of non-compliance.

## Phishing

The course will help you and your team understand how phishing attacks work, the tactics that cyber criminals employ, and how to spot and avoid phishing campaigns.

## Phishing and Ransomware Human-patch

The course teaches staff the basics of how to avoid falling victim to phishing attacks and ransomware. It describes the link between phishing attacks and ransomware, and what staff need to be aware of to prevent attacks.

# All of our eLearning courses are packed with unique features

From 40 to 60 minutes long

Complex concepts explained in non-technical language

The screenshot shows a course titled "Information security at work" with a sub-topic "Digital information security". The progress bar is at 0%. The main content area is titled "Access control" and contains two paragraphs of text. The first paragraph states: "In order to ensure valuable information is not compromised, an organisation must control access to its computer services and data. Only people who have a relevant business need for these information systems should be granted access." The second paragraph states: "The organisation must accurately define and rigorously document business requirements to ensure access is controlled appropriately." To the right of the text is a login form with fields for "Username" (containing "username") and "Password" (containing "\*\*\*\*\*"), a "Remember Me" checkbox, and "Login" and "Register" buttons. A lock icon is positioned above the "Login" button. At the bottom of the interface are "Back" and "Next" navigation buttons, along with the "itg eLearning" logo.

The screenshot shows a course titled "The basics" with a sub-topic "Recap". The main content area features a crossword puzzle. On the left, there is a "Crossword clue:" section with a link "Click on each clue below to view it here." Below this are two columns of clues: "Across:" with clues "Two", "Four", "Six", and "Seven"; and "Down:" with clues "One", "Two", "Three", and "Five". The crossword puzzle grid is in the center, with numbers 1 through 7 indicating the starting positions for the clues. At the bottom of the interface are "Back" and "Done" navigation buttons, along with the "itg eLearning" logo.

Thought provoking real life examples and case studies

Engaging activities like quizzes and puzzles to recap each chapter/module

Final assessment made up of around 20 questions

Practical security tips and tricks to reduce the risk of mistakes

The screenshot shows a course titled "Cardholder account data". The main content area is divided into three sections. On the left, there is a "Cardholder data" section with input fields for "Primary account number (PAN)", "Cardholder name", "Expiration date", and "Service code". Below this is a "Sensitive authentication data" section with input fields for "Security code", "PIN", "Full magnetic stripe", and "Dynamic CVV (CVC)". In the center is a "Payment Card" image showing a blue MasterCard with the number "0000 1111 2222 3333", valid from "01/17" to "01/21", and the name "Mr John Smith". On the right is a dark grey box with text: "Click on each type of cardholder account data on the left to find out more. Once you have explored each of these, click on 'Done' to complete the module." At the bottom of the interface are "Back" and "Done" navigation buttons, along with the "itg eLearning" logo.

# Technical information

## Customization options

IT Governance courses can be rebranded to match your corporate identity so that your employees enjoy an eLearning course experience that feels authentic, reinforces important brand messages, and enables you to make a bigger impact on your organization's goals and objectives.

We offer two different customization options for any course:

- **Core customization** includes incorporating company policies and procedures, company contact information, and corporate logos and color schemes, according to a standard set of available customization options.
- **Customization** includes editing any additional element of the course and/or eLearning experience, at an additional hourly charge, and is subject to a scoping call with your organization.

Download our [customization brochure](#) to view the options available for each course.

## Learning management system (LMS) hosting options

We offer two different LMS hosting options for any course:

- Hosted in and delivered from IT Governance's online eLearning environment. Staff can simply log onto the selected training courses and the nominated administrator can access online reports.
- Deployed and delivered from your own LMS. All courses are SCORM 1.2- and AICC-compliant.

You could also start with an external hosting environment (IT Governance's LMS) and progress to your own LMS when you are ready.

## Licensing

All IT Governance staff awareness courses are sold on an annual licence basis, which means that your staff automatically benefit from any updates that become available during the licence period.

We offer attractively priced multi-year licences for all of our staff awareness courses. For 150 or more users, please contact our [service center](#) for a custom quote.





## Our company

IT Governance is the world's leading global provider of IT governance, risk management and compliance solutions. Our comprehensive range of products and services, combined with flexible and cost-effective delivery options, provide a unique, integrated alternative to the traditional consultancy firm, publishing house, penetration tester or training provider.

## Our credentials



## Try before you buy

Contact us on +1 877 317 3454 or email [servicecenter@itgovernanceusa.com](mailto:servicecenter@itgovernanceusa.com) if you are interested in a free demonstration.

## Optimize your staff awareness campaign

IT Governance's multi-faceted Security Awareness Program utilises different media, channels and formats to build a security culture and tackle employee behaviour, generating tangible and lasting organization-wide security awareness.

[Find out how we can help](#)

### IT Governance Ltd

Unit 3, Clive Court, Bartholomew's Walk  
Cambridgeshire Business Park, Ely,  
Cambridgeshire, CB7 4EA

**t:** +1 877 317 3454

**e:** [servicecenter@itgovernanceusa.com](mailto:servicecenter@itgovernanceusa.com)

**w:** [www.itgovernanceusa.com](http://www.itgovernanceusa.com)

