Global Learning Systems

RS&H BUILDS A SECURITY AWARENESS PROGRAM FROM GLS AND IDENTIFIES MEASURABLE CHANGE

The **GLS Human Firewall 2.0™** solution is grounded in
four key factors that contribute to changing human behavior:
Motivation, Training, Reinforcement and Feedback.

SITUATION

RS&H

Reynolds, Smith & Hills (RS&H) provides fully integrated architecture, engineering and consulting services to its clients around the world. Working on high-profile projects in aerospace, aviation, corporate, defense, health and science, and transportation, RS&H needs to be proactive about building and maintaining a security-minded culture within its company.

When Randy Zuehlke joined the team as the company's IT Security Manager in 2017, he was tasked with finding and vetting cybersecurity training programs.

After what he described was an extensive evaluation of leading security awareness training providers, he selected Global Learning Systems (GLS) based on its ability to create and deliver a client-tailored training program that would have a positive impact on employee behavior and cybersecurity awareness across the organization, and RS&H has been working with GLS ever since.

Randy Zuehlke

According to Zuehlke, he decided to work with GLS based on the quality of its training content and competitive pricing, stating that GLS provided all the cybersecurity training resources and topics he was looking for and more in his program.

CASE STUDY

SOLUTION

After the initial client needs assessment, Global Learning Systems understood that RS&H was seeking to implement a continuous learning strategy for cyber awareness training that was quick, effective and embodied an understanding of its level of vulnerability to social engineering attacks. Armed with this information, GLS' implementation team worked with Zuehlke to create a tailored security awareness training solution that fit RS&H's specific needs, utilizing **GLS' Human Firewall 2.0** methodology to provide a cohesive solution aligned and focused on RS&H's short-term, as well as long-term needs.

THE GLS HUMAN FIREWALL 2.0™

solution is grounded in four key factors that contribute to changing human behavior: ▶

1 MOTIVATION
2 TRAINING
3 REINFORCEMENT
4 FEEDBACK

Each component of the program is designed to provide one or more of these factors and to work together to develop a culture of secure behavior within the organization. Based on RS&H's requirements, GLS was able to provide a client-tailored security awareness solution that addressed each of RS&H's key areas of concern - user awareness and engagement, phishing prevention, general understanding, and ongoing reinforcement to promote the adoption of secure practices.

Utilizing GLS' OnDemand platform and integrated **SecurePhish™ Phishing Simulation Tool** to determine the level of user susceptibility to targeted phishing attacks, RS&H was able to determine their organization's baseline click-thru rate, resulting in an on-going phish testing and training remediation approach.

Utilizing a comprehensive suite of awareness resources, including core foundational training courses to establish a sound understanding of general cybersecurity awareness, coupled with scenario-based best practices modules to provide ongoing training on key concepts provided RS&H employees with a solid foundation in security awareness. To reinforce understanding and user adoption of proper security behaviors, GLS deployed shock and awareness microlearning videos to allow RS&H to easily distribute information for ongoing employee training. To round out the solution, security awareness communications posters were utilized in break rooms and other common areas, which has enabled RS&H to create and promote an ongoing security-minded culture within its organization.

RESULTS/OUTCOMES

MEASURABLE RESULTS:
PHISHING CLICK RATE REDUCED TO 7%

In addition to monitoring results from on-going security education and awareness activities, RS&H actively uses **GLS' SecurePhish™ Phishing Simulation Tool** to test user behavior using a variety of social engineering threat simulations. "I run a phish test campaign internally every other month," says Zuehlke.

> **"Our early campaigns had a 40% click rate. After continuous testing, our users are now getting better and better at looking out for this kind of thing. We are now averaging a 7% click rate."**

Zuehlke also likes the SecurePhish platform, saying it was "less clunky" than other simulation tools. He also likes the vast selection and quality of the phishing email templates he can use in his program.

SECURITY-MINDED CULTURE:
INCREASED EMPLOYEE ENGAGEMENT AND RETENTION

Zuehlke, who worked for the FBI as a Computer Forensic Examiner/Special Agent and has extensive experience in information security, says,

> **"Our team utilizes the short-form videos that are two to three minutes long for most of our content. While these videos are quick, they have proved to have a big impact on employees because of the high-quality production value with music and graphics, along with the relevancy of the content. Sometimes our employees can suffer from information overload, so it can be hard to penetrate and get people to look at it.**
>
> **By putting together quarterly campaigns on a specific IT security topic with short punchy videos from GLS, we've been successful at educating our team and creating a culture of security."**

Global Learning Systems
Strengthen Your Human Firewall®

For more information or to schedule a demo, contact a GLS representative.
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