

JUNGLEMAP

Awareness All Year Round

Transforming Security Awareness in Our New World, An Opportunity for You?

The once-a-year awareness course maybe did not have a chance to begin with, as there was no repetition and reinforcement built into the “method”. The knowledge forgetting curve was steep and situational alertness evaporated just as fast. Forgive us for stating the obvious, that can lead to disasters.

Additionally, you maybe had to fight your way into all employee calendars using words as mandatory and escalation every year to get employees to do it. Employees were not happy, and when users are not happy, there is no actual learning.

Junglemap invented bite-sized learning in 2006. Our NanoLearning method is based on learning research, such as spaced repetition, spacing effect and retrieval practice to maximise all-year-round learning, alertness and dialog and to counter the forgetting curve.

We’ll come back to the results. But why transform your awareness program now?

We think there are 3 reasons why transforming awareness training now may be a good idea:

1. Coronavirus has (in a way *again*) visualized that a timed, annual approach to user training is outdated, awareness requires a *live, agile* process to react to new threats.
2. Organized crime and enemy states jumped on the opportunity and they will *continue* to *exploit it* in the months to come.
3. Employees, maybe unusually stressed so, working from home expose new security and privacy risks that need to be addressed.

Why NanoLearning?

The traditional, annual e-learning awareness course is a bit like serving all employees one big bottle of vitamins once a year to be done with it. An information overdose, followed by a rapid forgetting curve, if users at all found time in their already full calendars.

Gartner

Junglemap is a must for security awareness! Junglemap helped our system become more secure with it easy to use type of software. It was truly a life saver.

Rather than a once a year event, Junglemap NanoLearning is a continuous security and privacy awareness process based on a series of 3-minute lessons delivered all-year-round. The results are: all-year-round awareness, lower risk, and more satisfied users.

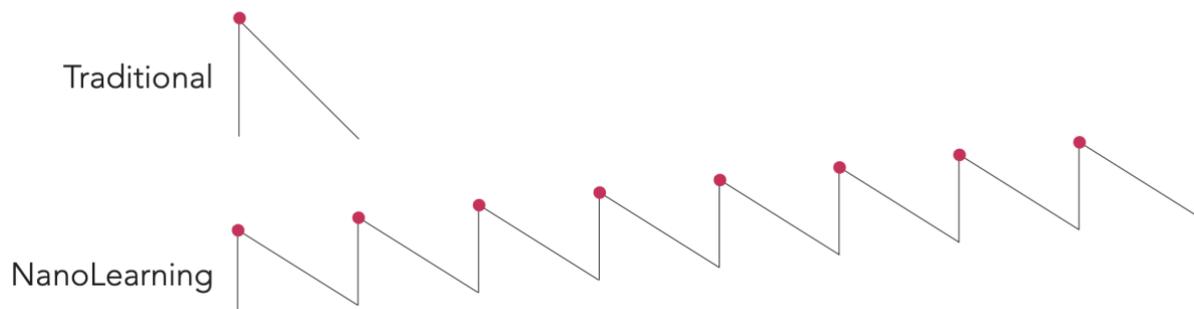
You maybe had to fight your way into all employee calendars using words as mandatory and escalation every year to get employees to do it.

If users did the course, the course maybe created information overload, because as humans *and* organizations, we learn better one topic/element at a time, rather than 20 or 30, as in the typical annual course.

And, as soon as we have learned something, we start a biological process of forgetting and become less alert. Forgive us for stating the obvious, that can lead to disasters. To counter the forgetting and downward alertness-curve, you need a continuous, all-year-round process. Maybe the e-learning industry has misled us all for the past 15-20 years. Maybe awareness and once-a-year training are actually incompatible?

Our Method

In short, taking a large “dose” of lessons once a year fails to give any meaningful retention of knowledge which translates to “Awareness” as illustrated in the diagram below:



A Portfolio for All Your Users

JUNGLEMAP

Awareness All Year Round

To minimize the time and effort you need to spend to prepare and maintain your awareness process, we provide a portfolio that can be very easily customized 100 % to your needs:

- Information Security Awareness for all Employees (Business)
- Information Security Awareness for all Employees (Government)
- Information Security Awareness for all Employees (Healthcare)
- Information Security Awareness for Managers
- Information Security Awareness for Executives
- Information Security Awareness for the Board

All processes are offered at a fixed price, so you know exactly what your cost will be.

The Result for Transforming Awareness Using NanoLearning?

In our annual awareness assessment, we ask users if they think more about e.g. information security in their everyday work. Empirically – after having delivered more than 40 000 processes to more than 6 million users – your average response will be yes, in the range of 85-95 %.

Gartner: "NanoLearning has proven to be very effective in creating lasting awareness."

Ease of Development and Delivery

With NanoLearning, you can:

- Develop, update or customize content in minutes
- Deliver content proactively to end-users via e-mail, internal social media, portals or SMS
- Responsive design that is mobile-friendly and platform agnostic both for admin- and end-users
- Integration with Microsoft Azure Active directory or OKTA for complete user management automation to save you time
- Integration of Microsoft AI technologies to deliver text-based content via speech synthesis in 45 languages
- Automated translation via Microsoft AI, Google Translate or agency translation workflows
- Integrated with Shutterstock for purchase of visual assets from within the content editor
- Automation of reminders
- Advanced process analytics with drilldown
- Automation of reminders and manager reports

All and secured and hosted by Microsoft and delivered to you as a scalable Software as a Service, and so that we can have you up and running within hours. No software to be installed or tedious onboarding processes.

About Junglemap

Junglemap invented bite-sized learning in 2006. Our awareness methods are based on learning research, such as spaced repetition, spacing effect and retrieval practice to maximise all-year-round learning, alertness and dialog and to counter the forgetting curve. Since 2006, we have delivered more than 40 000 awareness processes to more than 6 million users in 140 countries.

To learn more, please contact Coles Wilkinson cw@junglemap.com or see www.junglemap.com.