



# Human-Centric Cyber Awareness Training from BDO





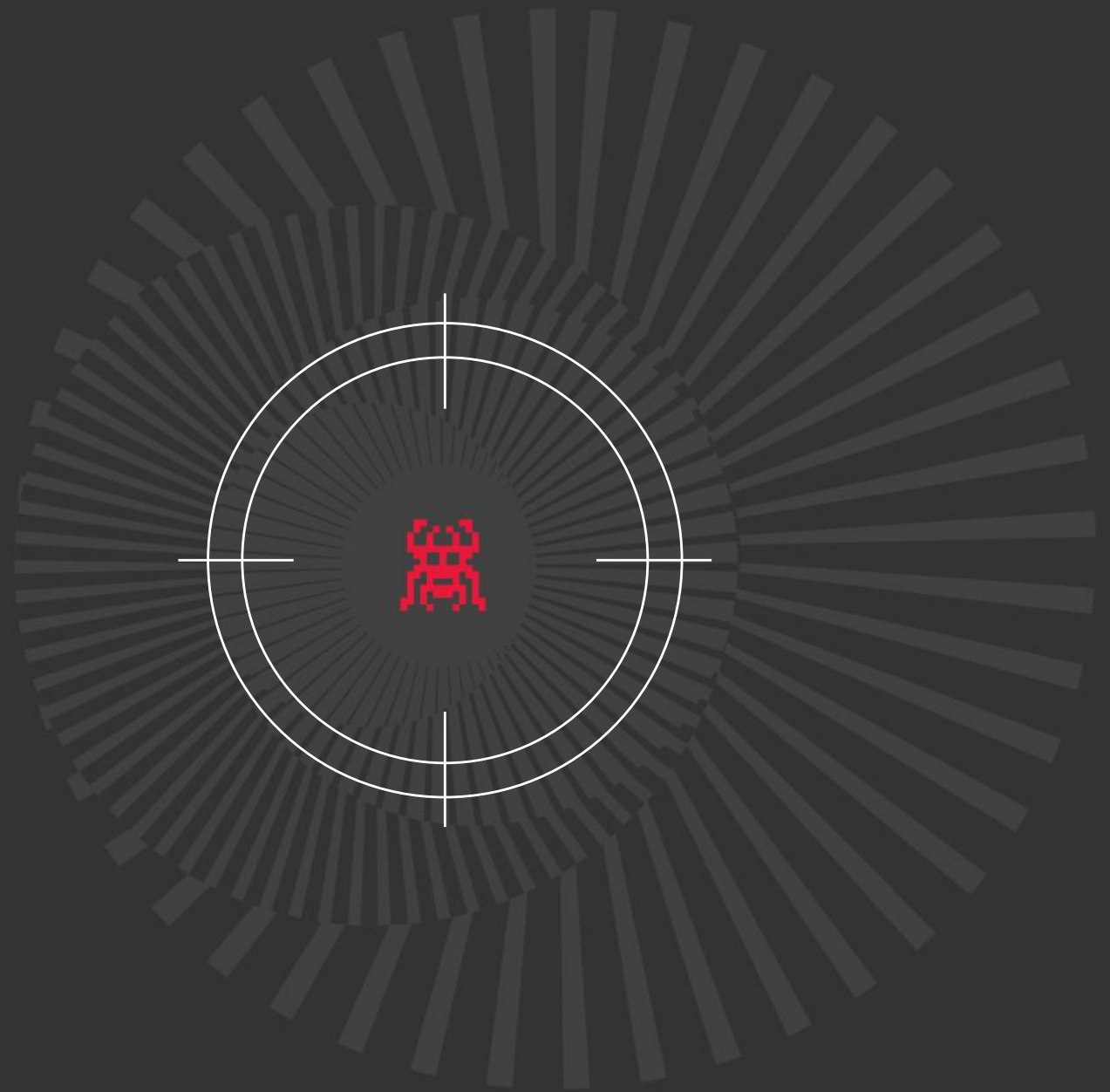
Why does most cyber awareness training fail to change behaviour?

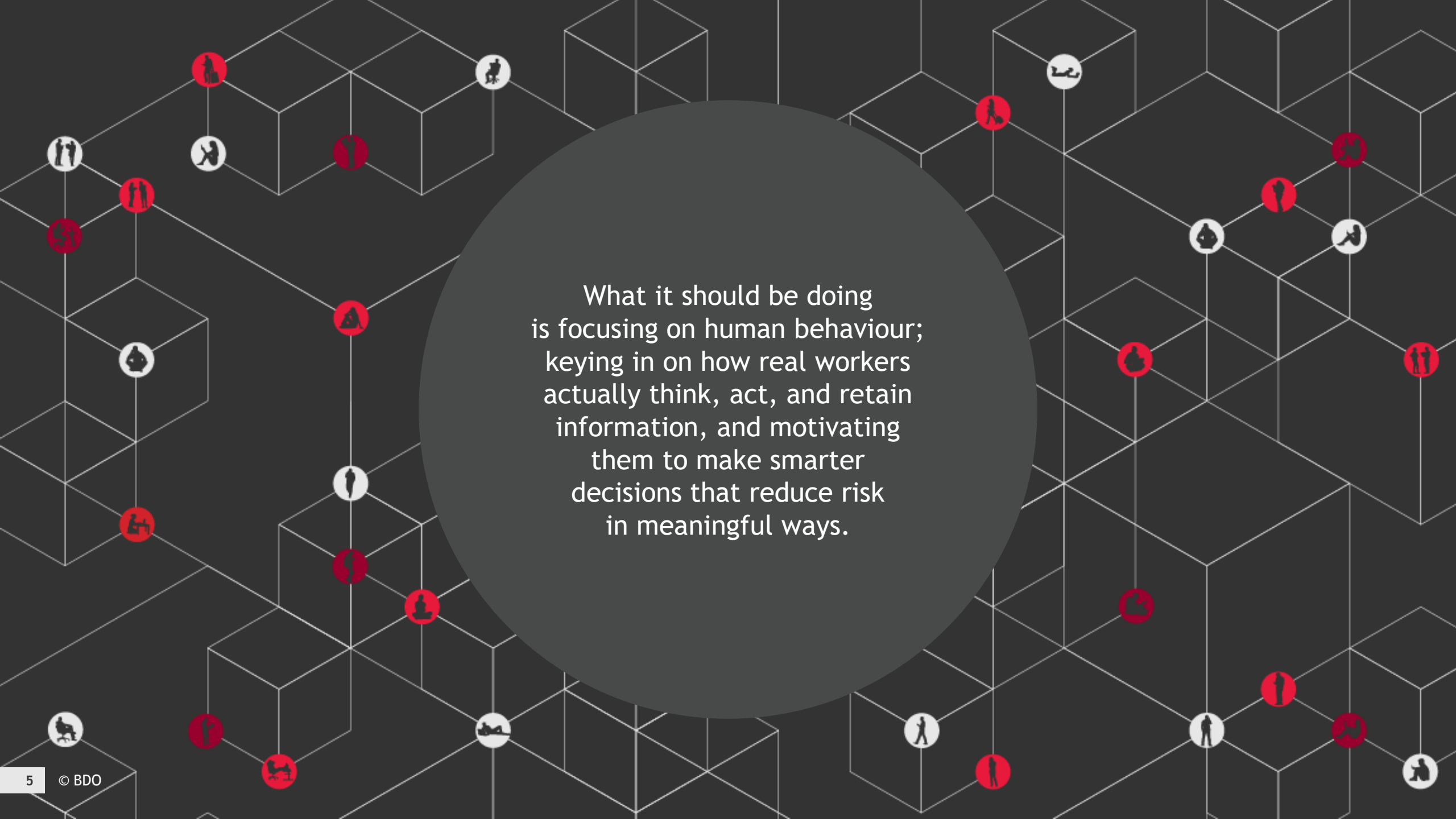


According to Gartner,  
cyber awareness spending  
has increased 900% in  
the last 15 years.


But we're not  
900% safer.

Most cyber awareness training fails because it over-emphasises technology, relies on surface-level, entertainment-style tactics, and assumes that more information delivered in more novel ways equals more security consciousness.

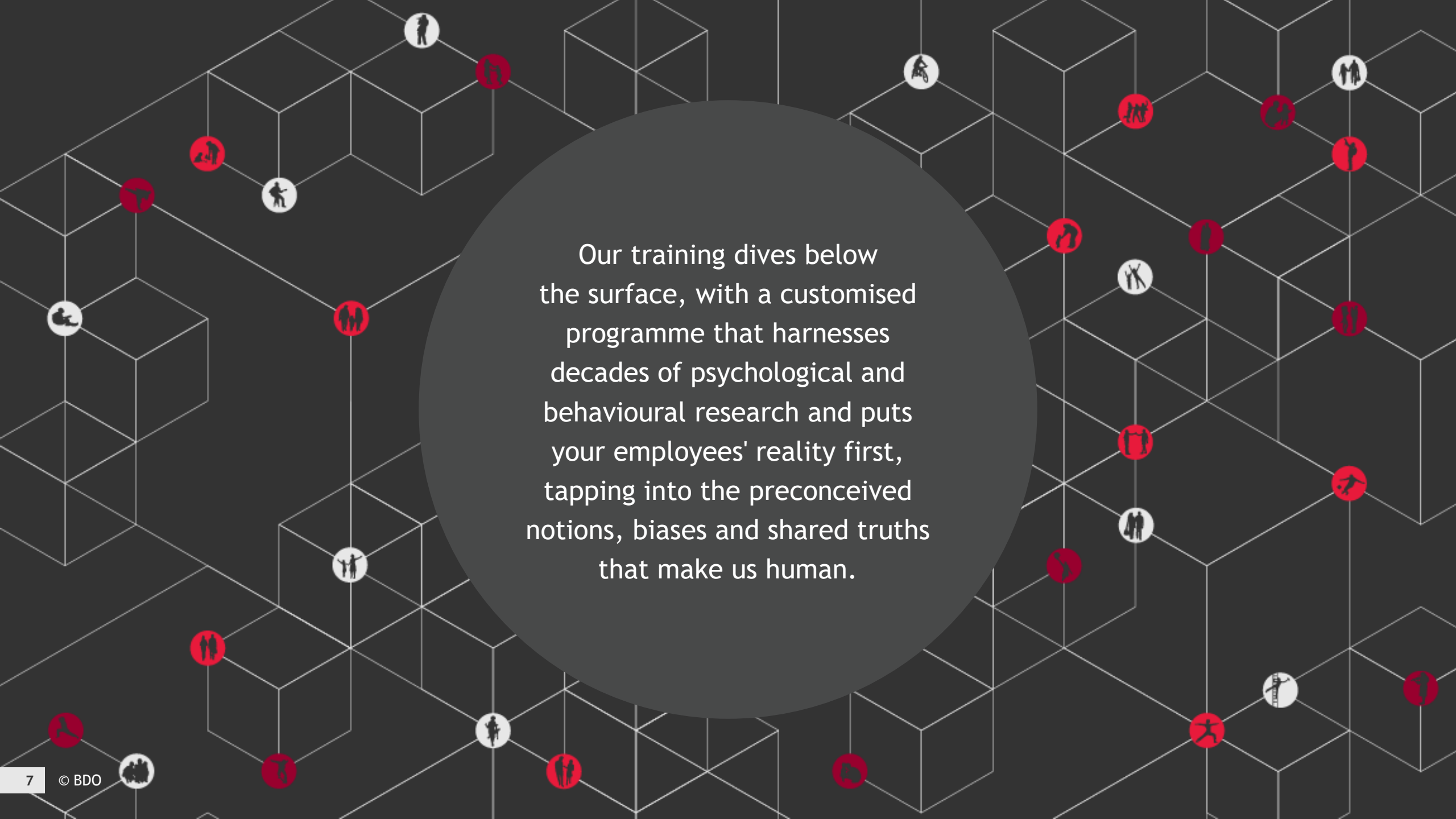




What it should be doing  
is focusing on human behaviour;  
keying in on how real workers  
actually think, act, and retain  
information, and motivating  
them to make smarter  
decisions that reduce risk  
in meaningful ways.



Human-Centric  
Cyber Awareness  
Training from BDO  
takes a smarter  
approach.



Our training dives below the surface, with a customised programme that harnesses decades of psychological and behavioural research and puts your employees' reality first, tapping into the preconceived notions, biases and shared truths that make us human.

We tailor training to the risks inherent within your particular industry - an industry BDO already knows well.

You'll benefit from training that drives motivation, and gets real results. Up to 800% fewer malicious link clicks, in some cases.

Even better, we manage it all for you. It's the most low-effort, high-impact service going.



**235%**

increase in employee  
engagement with training

Enhance  
your security posture  
with Human-Centric  
Cyber Awareness  
Training from BDO

**800%**

reduction in click rates  
on phishing attempts

**99%**

increase in suspicious  
activity reporting

**75%**

Reduced cost



# Call us

Let's discuss how we can make  
your enterprise more cyber aware  
and protected, today.

'BDO', 'we', 'us', and 'our' refer to one or more of BDO International Limited, its network of independent member firms ('the BDO network'), and their related entities.

The BDO network is an international network of independent public accounting, tax and advisory firms which are members of BDO International Limited and perform professional services under the name and style of BDO (hereafter: 'BDO Member Firms'). BDO International Limited is a UK company limited by guarantee. It is the governing entity of the BDO network.

Service provision within the BDO network is coordinated by Brussels Worldwide Services BV, a limited liability company incorporated in Belgium. Each of BDO International Limited, Brussels Worldwide Services BV and the BDO Member Firms is a separate legal entity and has no liability for another entity's acts or omissions. Nothing in the arrangements or rules of the BDO network shall constitute or imply an agency relationship or a partnership between BDO International Limited, Brussels Worldwide Services BV and/or the BDO Member Firms. Neither BDO International Limited nor any other central entities of the BDO network provide services to clients.

BDO is the brand name for the BDO network and for each of the BDO Member Firms.

© Brussels Worldwide Services

