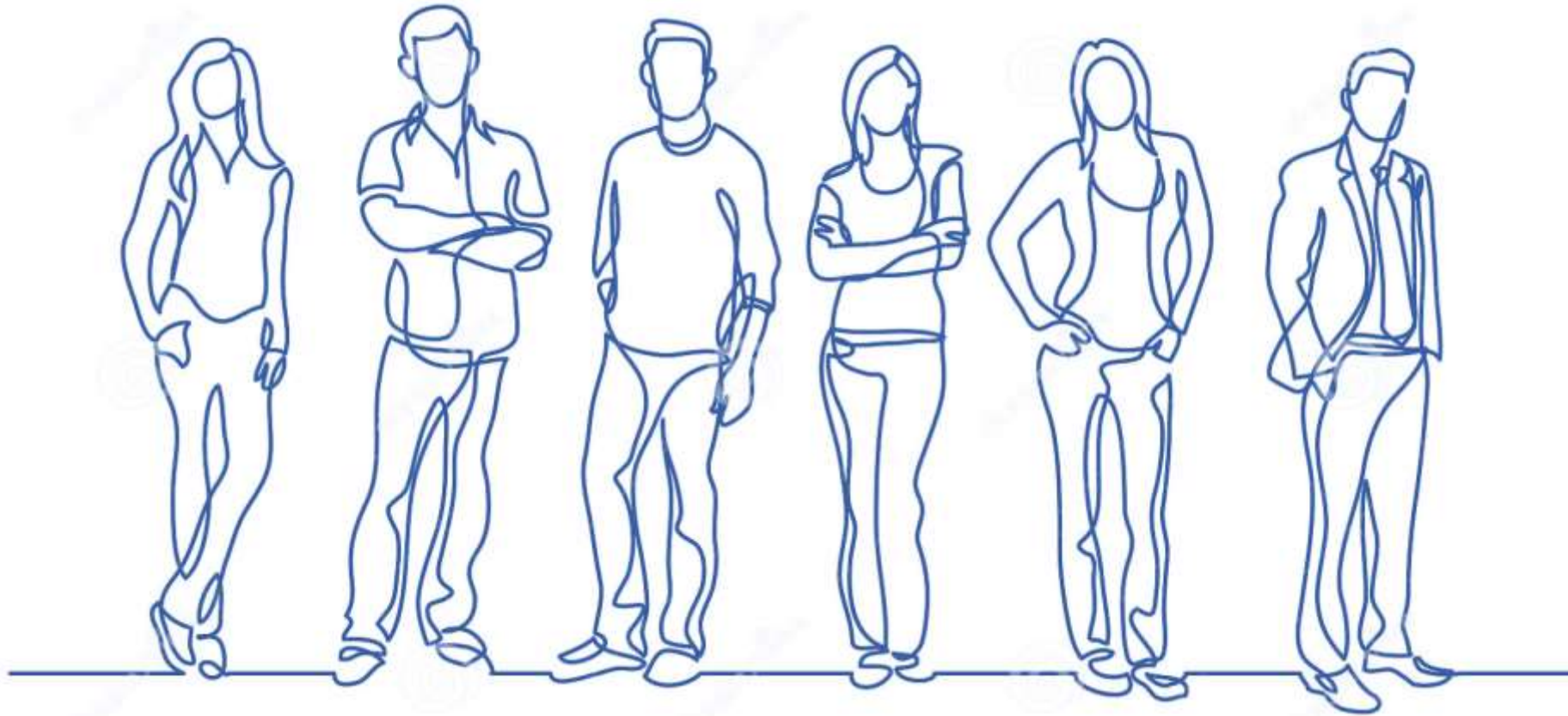


About Us

- The world's largest integrated Security Awareness Training and Simulated Phishing platform
- Based in Tampa Bay, Florida, founded in 2010
- CEO & employees are ex-antivirus, IT Security pros
- We help tens of thousands of organizations manage the ongoing problem of social engineering
- Winner of numerous industry awards



Social Engineering..



*..is the act of **exploiting human weaknesses** to gain access to personal information and protected systems.*

**Let's Ask the Tough Question:
How Do You Motivate Users?**

KnowBe4
Human error. Conquered.

The Challenge



**Attention to
Business**

Incentives



Truth About Incentives



Massachusetts Institute of Technology

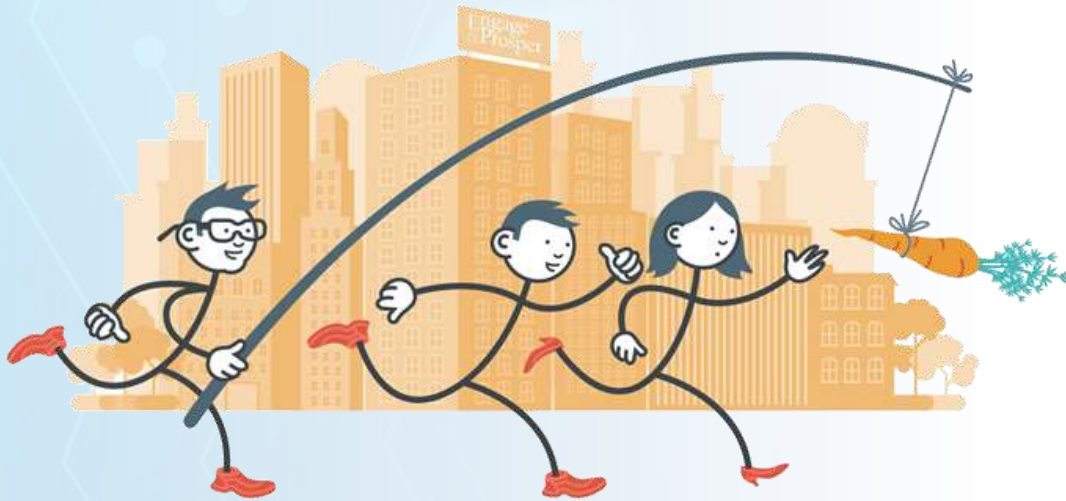


United States
of America



Truth About Incentives

Works for **simple, straightforward** tasks.



The higher the pay, the **better** the results

Doesn't work for more **complicated** tasks that require some **conceptual, creative thinking**



The higher the pay, the **worse** the results



Fundamentals of successfully motivating people



Inspiration

**Purpose leads to
better performance**



Autonomy

**Autonomy leads to better,
more effective learning**



Mastery

**Create a continuous
stream of minor
accomplishments**

Remember: Motivation is Key



Inspire them
Purpose leads to
better performance



Enable them
Autonomy leads to
better, more
effective learning



Mastery
Create a continuous
stream of minor
accomplishments



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