

## The Case for Benchmarking

Benchmarking is the only true way to see how your company stacks up when it comes to security awareness.

Benchmarking helps companies evaluate and prioritize improvement opportunities. It:

- Fosters a spirit of enthusiasm to exceed the benchmark.
- Promotes discussion based on data rather than assumptions or emotions.
- Improves understanding of the real opportunities and their priority at all levels.
- Minimizes resistance to change and garners support for action.

Because benchmarking is so important, PhishLine is committed to making it available to all clients periodically throughout the year.

In April, 2018, we helped more than 20 enterprise clients assess employee readiness in our first benchmarking campaign.

Because October is Cyber Security Awareness Month, we will be conducting our second campaign then, and we invite you to participate.

## START PLANNING NOW FOR BENCHMARKING

OUR NEXT CAMPAIGN WILL TAKE PLACE IN OCTOBER, CYBER SECURITY AWARENESS MONTH!

All PhishLine customers are invited to participate in the next PhishLine benchmarking campaign in October.

The campaign is free and offers the opportunity to assess

employee security awareness levels in key categories.

To find out more or sign up for this campaign, please talk to your consultant today. We look forward to signing you up!



Ask your consultant about PhishLine's free benchmarking campaign taking place in October.

## Read any good cyber security awareness info-comics lately?

Comics are an innovative way to teach employees critical security awareness concepts.

So, we developed the Info-Comic—part infographic, part comic—as an entertaining way to educate employees about information security.

In our debut edition, Business Email Compromise (BEC) scams are explained in an engaging narrative style while the drama

plays out in colorful detail. Look for our Info-Comic in the Content Center Marketplace.™

