

# Security Behavior and Culture Programs: Adoption Strategies

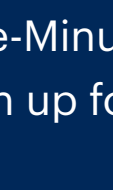


Security behavior and culture programs (SBCPs) offer a holistic approach to risk reduction. How are leaders using SBCPs to drive security consciousness and what progress have they made so far?

## One-Minute Insights:



The majority of respondent organizations are in the process of implementing their SBCP



Most surveyed leaders say their SBCP communications are or will be integrated into existing workflows



Respondents find it harder to win leadership's support for an SBCP compared to a security awareness and training program



Skills gaps within IT/security are a common challenge when designing an SBCP

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Data collection: May 15 - Jul 31, 2023

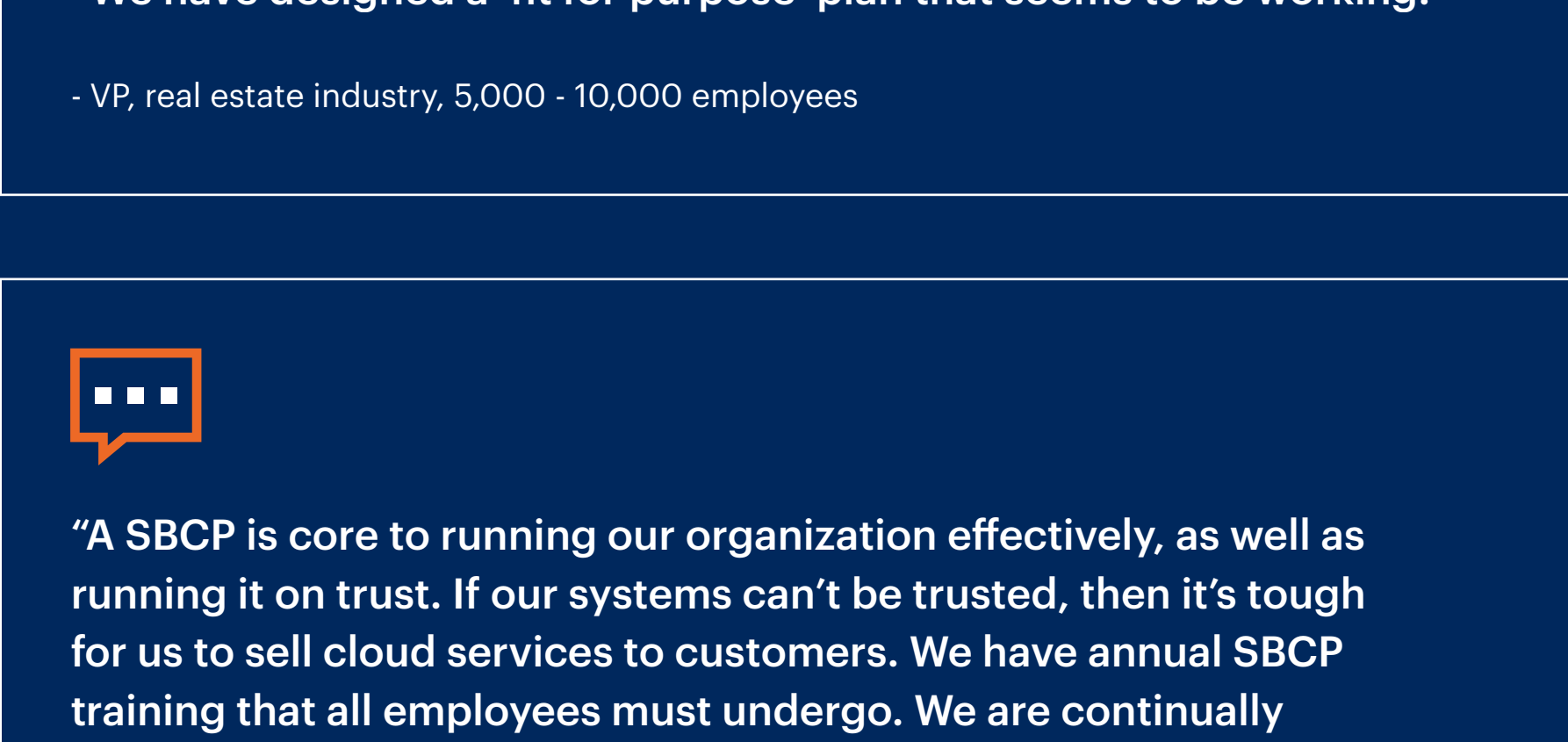
Respondents: 149 IT and information security leaders involved in their organization's SBCP

## Most respondent organizations do not yet have fully operational SBCPs

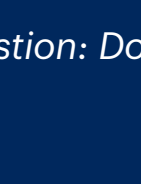
Only **13%** of respondent organizations **have a fully operational SBCP**, while the vast majority are still in the design (31%) or implementation stages (56%).



While SBCP components vary among respondent organizations, the majority of surveyed leaders include or plan to include **rewards for reporting incidents (48%)**, **internal reporting to show program impact (47%)**, or **reference materials like checklists or guidelines (46%)**.

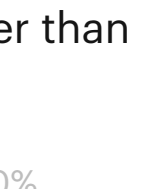


Escalating warnings or penalties for repeat insecure behavior **27%** | Clear brand for the security function **26%** | Policy reviews based on violations or exemption requests **20%** | Working groups or communities of practice **18%** | Security champions within each team or function **17%** | Feedback sessions **17%** | Workshops on making informed tradeoffs between risk and efficiency **16%** | Can not say **1%** | Not applicable **1%** | Don't know **0%** | Other **0%**



**"We have designed a 'fit for purpose' plan that seems to be working."**

- VP, real estate industry, 5,000 - 10,000 employees



**"A SBCP is core to running our organization effectively, as well as running it on trust. If our systems can't be trusted, then it's tough for us to sell cloud services to customers. We have annual SBCP training that all employees must undergo. We are continually refining it based upon best practices and the latest in cyber threats to improve posture and messaging."**

- C-suite, software industry, 10,000+ employees

Question: Do you have any final thoughts to share on your organization's SBCP?

## The majority of surveyed leaders say their organization's SBCP strategy includes personalized engagement

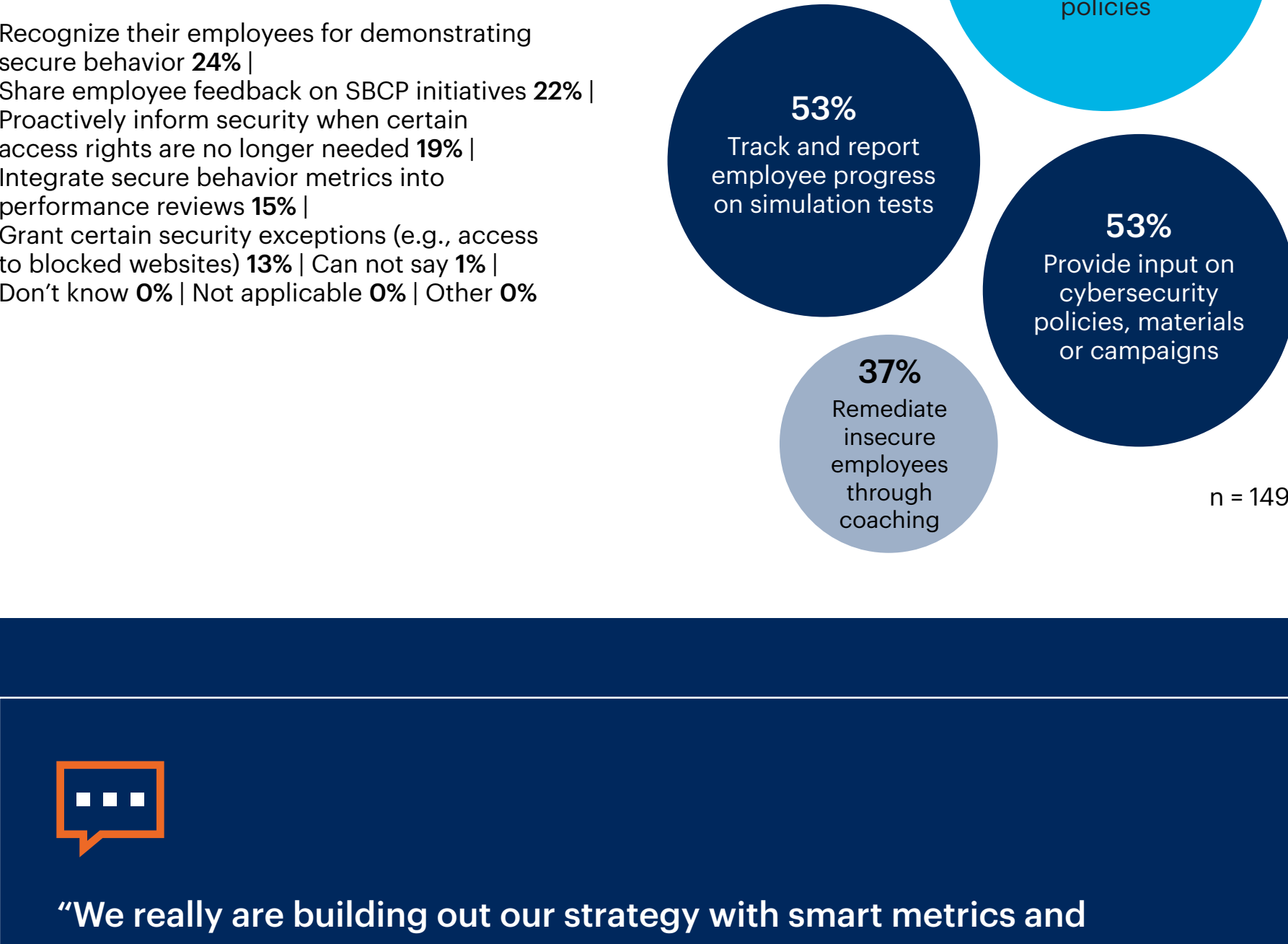
**Threat simulations (56%)** and **automation (50%)** are the most commonly reported technical capabilities that respondent organizations use or plan to use for their SBCP.

And many surveyed leaders count data analytics (47%) and security monitoring tools other than user/entity behavior analytics (42%) among their SBCP's technical capabilities.



Nudges **32%** | Gamification **31%** | Data integrations **27%** | Tools to improve user experience (e.g., password manager) **26%** | Can not say **2%** | Don't know **0%** | Not applicable **0%** | Other **0%**

57% of respondents say their organization's SBCP communications strategy includes **personalized engagement**, and half (50%) note that communications are or will be integrated into existing workflows.



Newsletters or flyers **30%** | Cybersecurity road shows **22%** | Destination postcard **20%** | Dedicated page(s) on company website **19%** | Can not say **1%** | Not applicable **1%** | Don't know **0%** | Other **0%**

Most respondents (56%) indicate that **functional leaders outside of IT/security currently or will contribute to their organization's SBCP by guiding employees on how to apply cybersecurity policies**.

53% note that other functional leaders currently contribute, or plan to contribute, by providing input on cybersecurity policies, materials or campaigns, or by tracking and reporting employee progress on simulation tests.

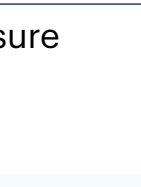


Recognize their employees for demonstrating secure behavior **24%** | Share employee feedback on SBCP initiatives **22%** | Proactively inform security when certain access rights are no longer needed **19%** | Integrate secure behavior metrics into performance reviews **15%** | Grant certain security exceptions (e.g., access to blocked websites) **13%** | Can not say **1%** | Don't know **0%** | Not applicable **0%** | Other **0%**



**"We really are building out our strategy with smart metrics and punchy content and perhaps bringing in an entertaining outsider."**

- C-suite, finance industry, 1,000 - 5,000 employees

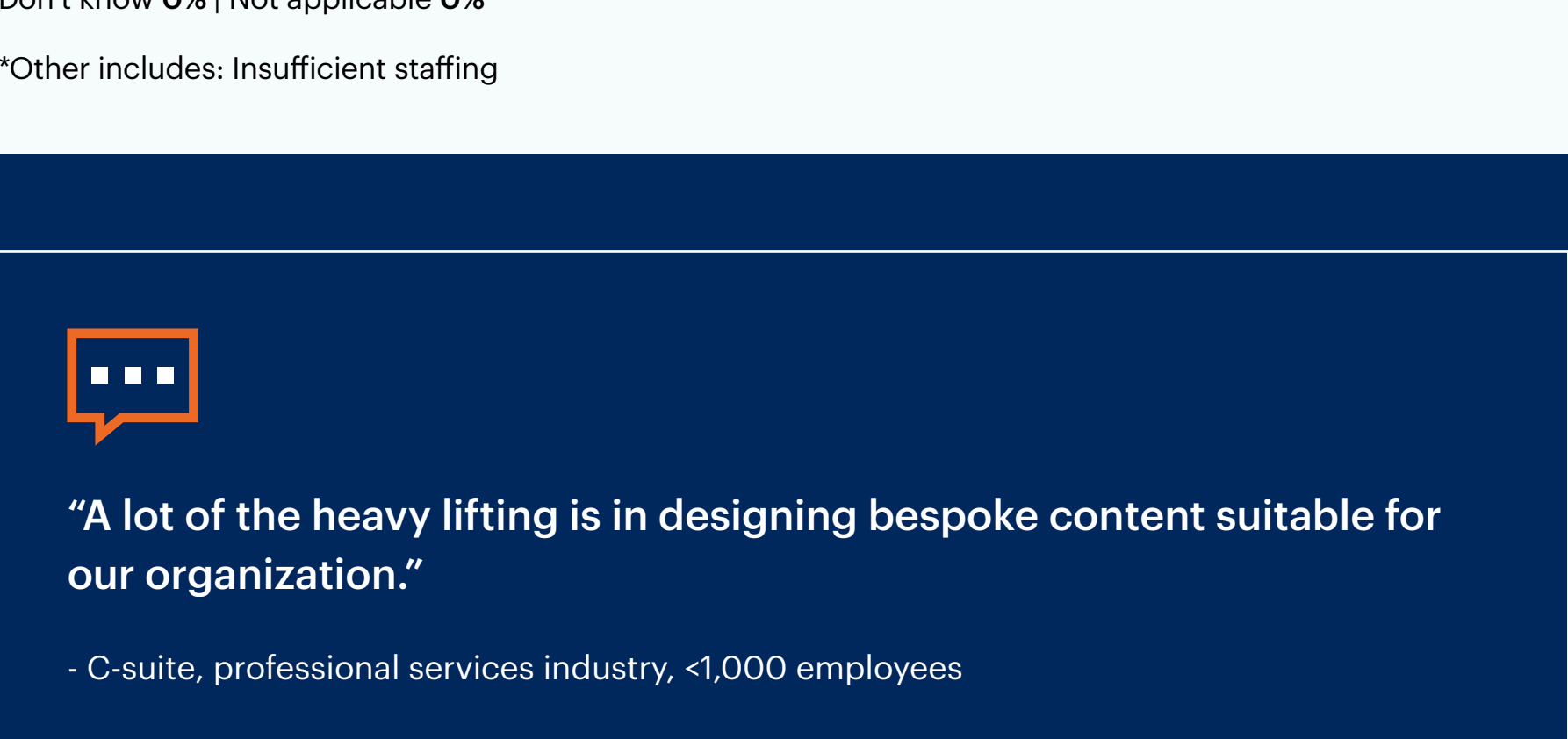


**"It's worth doing, and incentives for employees that demonstrate good data hygiene are a good idea."**

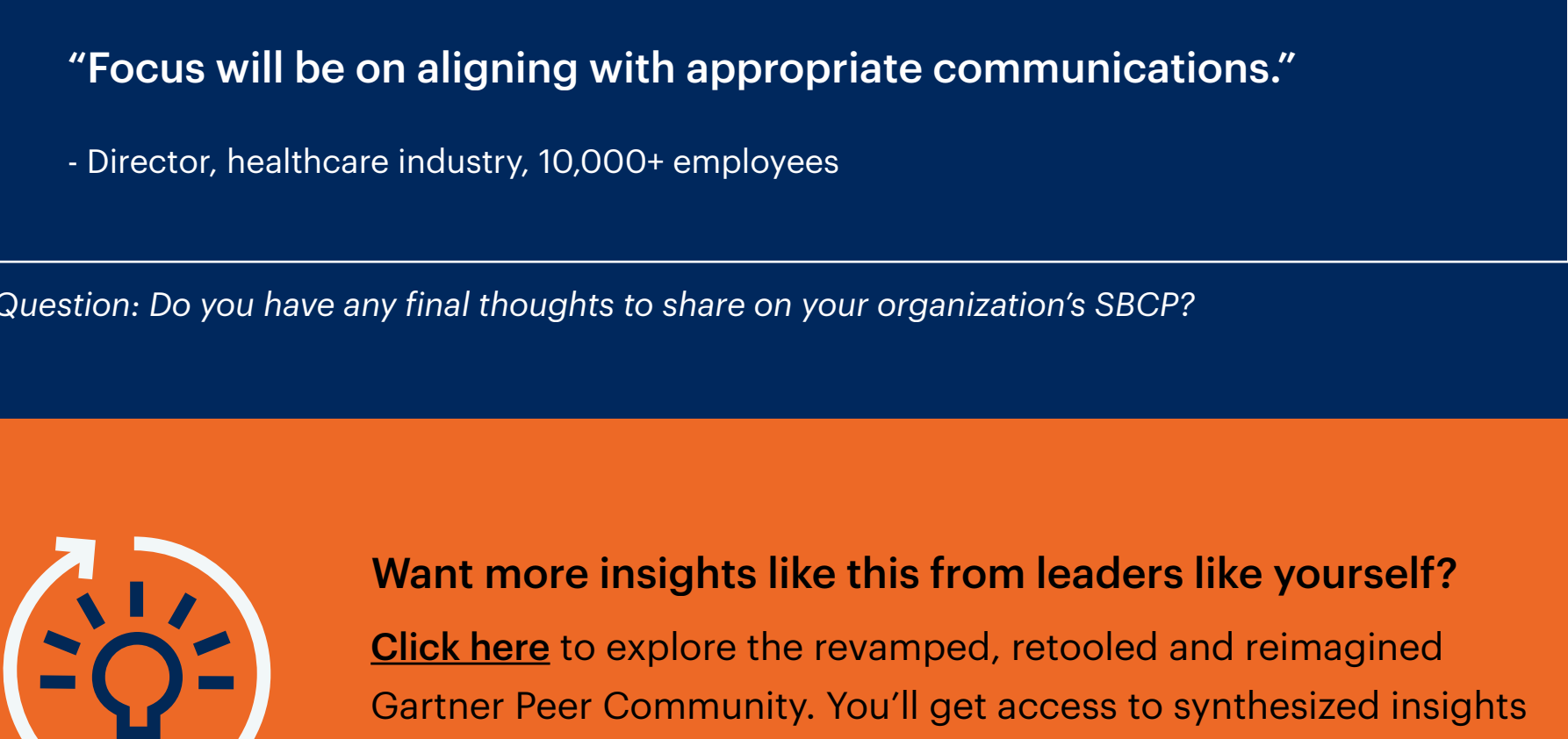
- Director, healthcare industry, 10,000+ employees

Question: Do you have any final thoughts to share on your organization's SBCP?

## Executive buy-in and skills gaps in IT/security are common challenges for respondent organizations adopting SBCPs



From your perspective, has it been more or less difficult to gain executive buy-in for your organization's SBCP compared to its existing security awareness and training program?



Insufficient budget **26%** | Difficulty sourcing third-party experts **19%** | Worker privacy regulations **17%** | Security function lacks credibility with the organization **15%** | Other\* **1%** | Can not say **1%** | Don't know **0%** | Not applicable **0%**

\*Other includes: Insufficient staffing



**"A lot of the heavy lifting is in designing bespoke content suitable for our organization."**

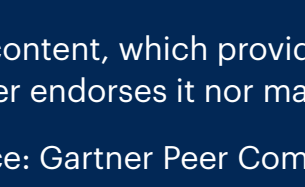
- C-suite, professional services industry, <1,000 employees



**"Focus will be on aligning with appropriate communications."**

- Director, healthcare industry, 10,000+ employees

Question: Do you have any final thoughts to share on your organization's SBCP?



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## Respondent Breakdown

### Region



### Job Level



### Company Size



Note: May not add up to 100% due to rounding

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