



Supporting a Singapore government agency to up the ante on data security with a customized training solution

Client name:

Singapore government agency

Region: Asia Pacific

Country: Singapore

Vertical: Government

Services: Security awareness training

Business challenge:

Continually improve and optimize the learning effectiveness of the agency's annual Security Awareness Month campaign.

Solution:

An innovative and integrated approach focusing on key IT security messages, delivered via a high-engaging and intuitive e-learning solution.

Results:

- Effective e-learning program rolled out to 2,000 employees within a month.
- 99% passing rate on final assessment module.
- User experience and satisfaction poll received a 9 out of 10 rating.

'E-learning and scenario-based simulation program ensured realistic situational awareness and maximized preventative controls.'

Executive Summary

A Singapore government agency needed to re-emphasize the importance of data security and secured information management. The agency engaged us to design and deploy an integrated learning program to around 2,000 employees handling sensitive data.

Client Overview

The client is a government agency that provides services in administering, assessing, collecting and enforcing payments of levies. It also advises the government and acts as a representative of Singapore internationally on matters relating to such levies.

Solution at a glance

Conceptualized, designed and developed a themed campaign for Security Awareness Month, which includes:

- Campaign identity - represented by a mascot, a campaign identity was developed to embody the key messaging of the campaign, as well as act as a visual identifier of the IT security team.
- Creative communications - vibrant and engaging internal communications materials were designed to reach out to employees through print and online media.

- Integrated, self-pacing e-learning modules - customized e-learning modules coupled with seamless integration of existing IT systems provided a well-paced and interactive learning experience for employees.
- Recognition - employees were awarded with a certificate of participation upon successful completion and presented with a personalized guide for further reference.

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Case study

Business Challenge

Safeguarding information assets was critical to the government agency that handles highly sensitive national data. To reinforce the importance of maintaining data integrity, the employee's responsibility in safeguarding data and to mitigate one of the biggest risks of data breach - human errors - the agency's IT security team ran month long security awareness campaigns for all employees on an annual basis.

The annual Security Awareness Month campaign has been organized and executed successfully for several years. However, familiarity breeds contempt and the agency's IT security team needed to find ways to:

- Provide innovative and creative methods of educating all employees who collect and manage critical data on the importance of data security, refresh their knowledge on the latest security threats and data breaches, and re-engage them meaningfully.
- Continuously improve year on year on training effectiveness.
- Increase visibility of the agency's IT security team with a visual identity so all other employees can associate with the team's core function.
- Justify and optimize training budget.

Solution Provided

Upon understanding the challenges and requirements of the agency, we provided an integrated training solution comprising of three key components:

- Campaign Identity - To establish an identity that represents the agency's IT security team, a mascot was created. The mascot served as a visual identifier for the security team and also as a reminder for the campaign's key messages on data and IT security.
- Creative communications - Vibrant and engaging internal communications collaterals, such as online and print media, were designed to capture the attention and interest of the employees.

- E-learning – Customized e-learning modules were developed around three pre-identified key focus areas for mobile security (portable devices), data protection and desktop security.

In addition, the e-learning modules were designed with the following elements:

- To present the concepts in an easy to understand graphical approach.
- To provide a realistic representation of the agency's working environment so that employees can relate to the various scenarios.
- To engage and educate employees on the importance of IT security through the appropriate use of comic-based humour.
- To develop a series of questions for self-evaluation at various 'check-points' within the program to ensure employees stay on track.
- To provide an end-of-course assessment to measure knowledge retention and program success.

How we delivered

We put together a multi-disciplinary team comprising of subject matter experts in instructional design and development, visual designing for both print and online media, as well as project management. The team delivered a robust training program with high learning value that was technologically sound and visually pleasing. The e-learning module was fully integrated into the agency's servers for seamless program delivery. It was also enabled to allow backtracking of an employee's learning progress through end-of-course assessment.

To keep the momentum throughout Security Awareness Month, together with the agency's IT security team we delivered three e-learning modules over three weeks, with assessments conducted in the fourth week to measure the overall program effectiveness. Upon the completion of each module, the employees were each awarded with a certificate of participation and a personalized copy of a quick reference guide to assist them at work.

Value Derived

The training program received overwhelming feedback on how the training program was engaging and the information relevant and up-to-date without being excessive.

Since the success of Security Awareness Month, the e-learning modules have been repurposed and modified for e-Orientation for new hires within the agency. The agency was able to fully leverage on the training program to extend its benefits beyond inhouse trainings for current employees.

The visibility of the agency's IT security team was also increased in the process and employees now understand the core functions of the IT security team better.

Encouraged by this huge success, other government agencies and organizations are also consulting with us on delivering training solutions with a similar impact.