

Online Digital Scavenger Hunt



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Background: Communications, Marketing &
Anthropology




CITRIX®



W!N | WOMEN'S
INSPIRATIONAL
NETWORK



A man in a dark suit, white shirt, and striped tie stands in an office. He is looking upwards with a thoughtful expression. The background shows a wall with horizontal paneling and two framed pictures on the right.

I stand upon my desk to remind myself
that we must constantly look at things in a different way.

$$2+2=4$$



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Security Awareness Summit 2019

San Diego, CA | Mon, Aug 5 - Wed, Aug 14, 2019



Security Awareness Summit & Training 2019

- Enjoy interactive talks, workshops, and information sharing sessions
- Take advantage of closely aligned SANS information security courses
- Interact with fellow awareness professionals during exclusive networking events



Digital Security Scavenger Hunt





Global **AND** Engaging Security Awareness Training

A man with grey hair, wearing a dark suit and a light-colored striped shirt, is shown from the chest up. He has a serious expression. A large, thick red rectangular stamp with the word 'FREE' in bold, sans-serif capital letters is tilted diagonally across the image, covering the man's face and upper body. The background is dark and out of focus, showing some architectural elements like a ceiling light fixture.

At what cost?

Talk Data to Me

Is including your remote
or globally dispersed
employees *really* that
important?

How often do people work remote?



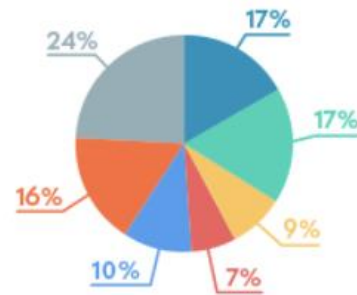
16%
one day
per month

21%
more than 1
day per week

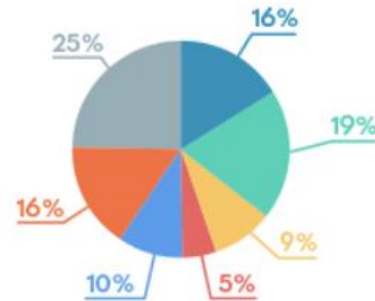
13%
one day
per week

18%
always

Respondents' Industry by Continent



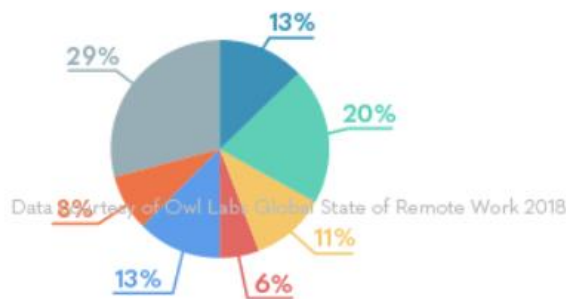
Africa



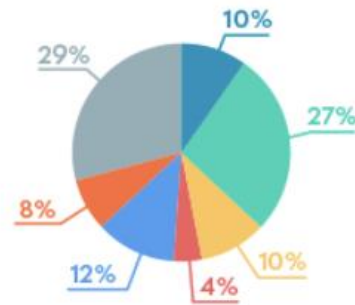
Asia



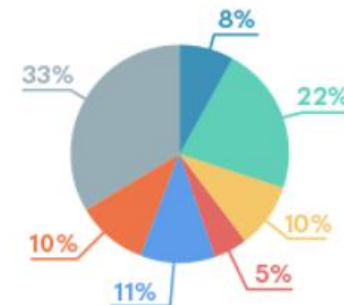
Australia



Europe



North America



South America



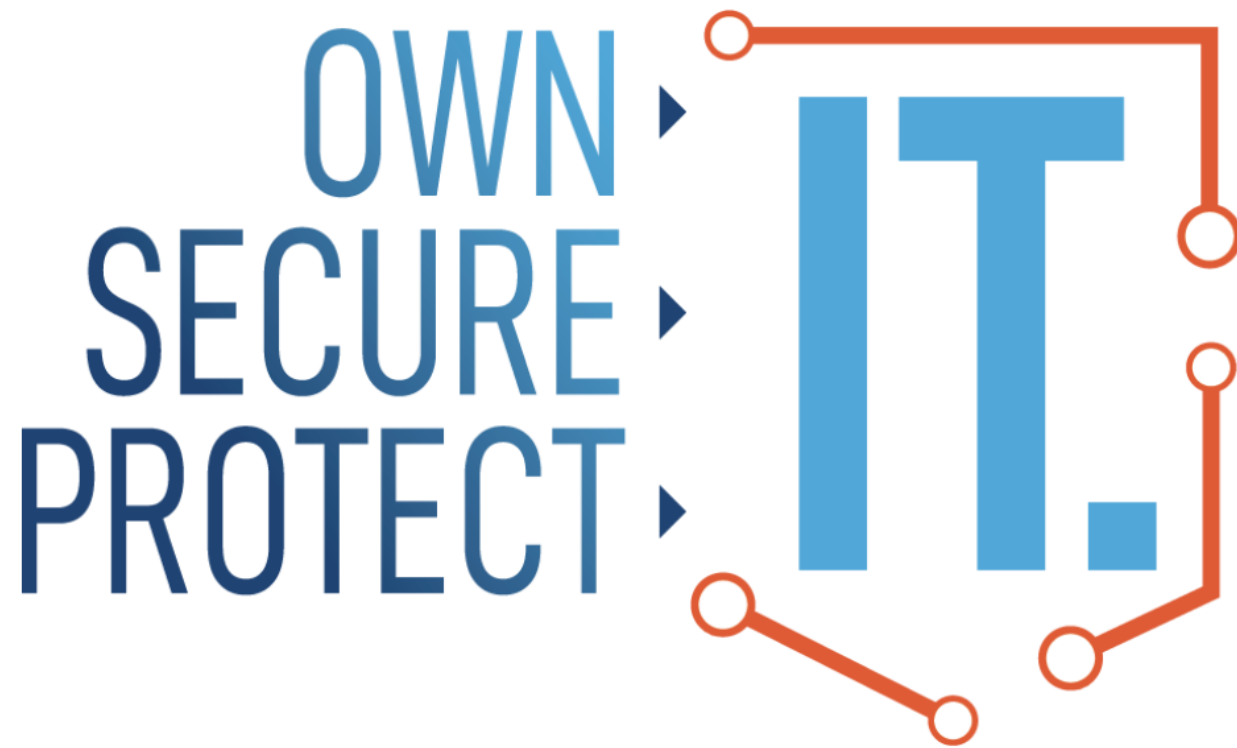
**Have I
Convinced
You Yet?**

How-to:
Digital
Scavenger
Hunt



**Set Up /
Ground Work**

Set Up: **When**



OCTOBER 2019
**National Cybersecurity
Awareness Month**
#BeCyberSmart

Set Up: Where

The screenshot displays a dashboard interface with a top navigation bar and a main content area. The top bar includes an 'Activity' icon and a series of cube icons labeled Q1 through Q8, followed by an 'ADD APP' button. The main content area is divided into a left sidebar and a central grid. The sidebar, titled 'Q1', contains sections for 'Team views' and 'Private views', with 'All Q1' selected and showing a count of 38. A 'Create new view' button is located at the bottom of the sidebar. The central grid displays six view cards arranged in two rows and three columns. Each card has a header with a name, a main section with the title 'National Cyber Security Awareness Month', and a footer with editing information. The top row of cards is for 'jose maria sastre', 'Pallavi Aytha Swathi', and 'Ganesh Raju'. The bottom row is for 'Xiaohan Hua', 'Kevin Lynch', and 'George Strimpakos'. Each card footer indicates 'Last edited by: Q1', 'Number of files: 0', and a date (10/13/2017 or 10/12/2017) by Q1, along with a comment icon and a count of 0. The top right of the main area shows a 'Reports' button and an 'Add Q1' button. The top of the grid area shows a filter icon, 'AZ' sorting, and a signal strength indicator with '38 of 38' items.

Activity Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q8 ADD APP

Q1 Team views All Q1 38 Private views Create new view

Reports + Add Q1

38 of 38


Name	Title	Last edited by	Number of files	Date	Comments
jose maria sastre	National Cyber Security Awareness Month	Q1	0	10/13/2017	0
Pallavi Aytha Swathi	National Cyber Security Awareness Month	Q1	0	10/13/2017	0
Ganesh Raju	National Cyber Security Awareness Month	Q1	0	10/12/2017	0
Xiaohan Hua	National Cyber Security Awareness Month	Q1	0		
Kevin Lynch	National Cyber Security Awareness Month	Q1	0		
George Strimpakos	National Cyber Security Awareness Month	Q1	0		


Set Up: Comms

Participate in the Security Scavenger Hunt & You Could Win a Citrix Shop Gift Certificate!

Oct 08, 2017

 3 comments

 12 likes · [unlike](#)

Show off your knowledge about cybersecurity and the Global Security Organization, and win prizes! During October, to celebrate National Cybersecurity Awareness Month, we are hosting an online scavenger hunt. **Each week, one of you will receive a \$25 Citrix Shop  gift certificate and there will be an overall winner at the end of the month that receives a \$100 Citrix Shop gift certificate.**

How to participate:

AUTHOR



[Laney Cannon](#)

LANEY'S ARTICLES

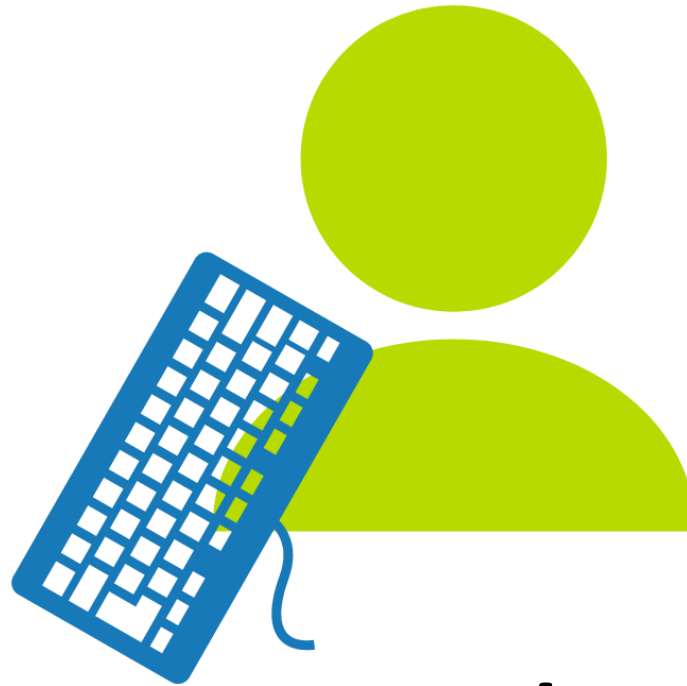
[National Cyber Security Awareness Month at Citrix](#)

Oct 01, 2017

Set Up: Who



**Internal
Communications**



**Intranet/Web
Team**



Security



Employee Experience

If you were participating...



**Joined our company's
general Slack Channel**

If you were participating...



Laney Cannon 9:27 AM

Hopefully you never have to 'Report a Potential Issue' or 'Make a Security Request' but if you do, you'll find today's Security Scavenger Hunt clue there. 🕵️

**Where we dropped
daily “clues”**

If you were participating...



If you were participating...



Learn more about the Global Technology & Security Organization.

If you were participating...

* What does the acronym NCSAM stand for?



* Full name:

Add Full name:...

* Citrix email:

Add Citrix email:...

Files

Choose a file

Paragraph



A



B

I

U



I_x



Implementation in 3 Steps

1

Where

Decide where you will engage your audience

- Where are you posting clues?
- Where are you leading them?

Where we did it



Inside
Citrix



Benefits
& Pay



Careers &
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Travel &
Expenses



Security
& Safety

NEWS



Simple Techniques for Ditching Drama in the Workplace

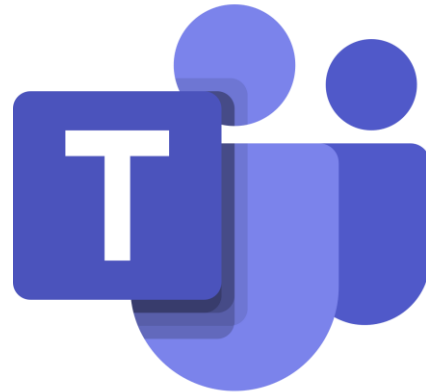
Traci Palmer

0 comments

Complete a Regular Touchpoint

Take control of
your career

[Learn more!](#)



2

What

Decide *what* you want your audience to know or find:

- Location
- Knowledge

What we did: BOTH



Laney Cannon 12:47 PM

Since it is Friday, we're going to keep today's Security Scavenger Hunt clue easy! Here is exactly where to find it, you may just have to do a bit of reading 🧐 <https://backstage.citrix.com/inside-citrix/news/articles/2017/aug/protecting-yourself-at-home-and-at-work-passwords.html>



Laney Cannon 9:05 AM

The last day of 'Summer' has come and gone, but this 'Reading List' is still full of good Security information. Find today's Scavenger Hunt Question there. 🕵️ (edited)



6



5



4



Laney Cannon 9:27 AM


Hopefully you never have to 'Report a Potential Issue' or 'Make a Security Request' but if you do, you'll find today's Security Scavenger Hunt clue there. 🕵️

3

Incentive

Decide how you will entice your audience to participate

- What will be “winning”?
Highest participation? Most correct answers?
- Prize(s)

A still from a movie featuring Morgan Freeman. He is an older man with white hair, wearing a dark suit jacket over a light-colored button-down shirt. He is looking off-camera with a serious expression. The background is dark and industrial, with some blurred lights and structures.

At what cost?

Our Incentive



Search

Customer Care: 1

APPAREL

ACCESSORIES

LAST CHANCE

EMPLOYEE EVENTS

BRIEFING CENTER AMENITIES





Lessons Learned

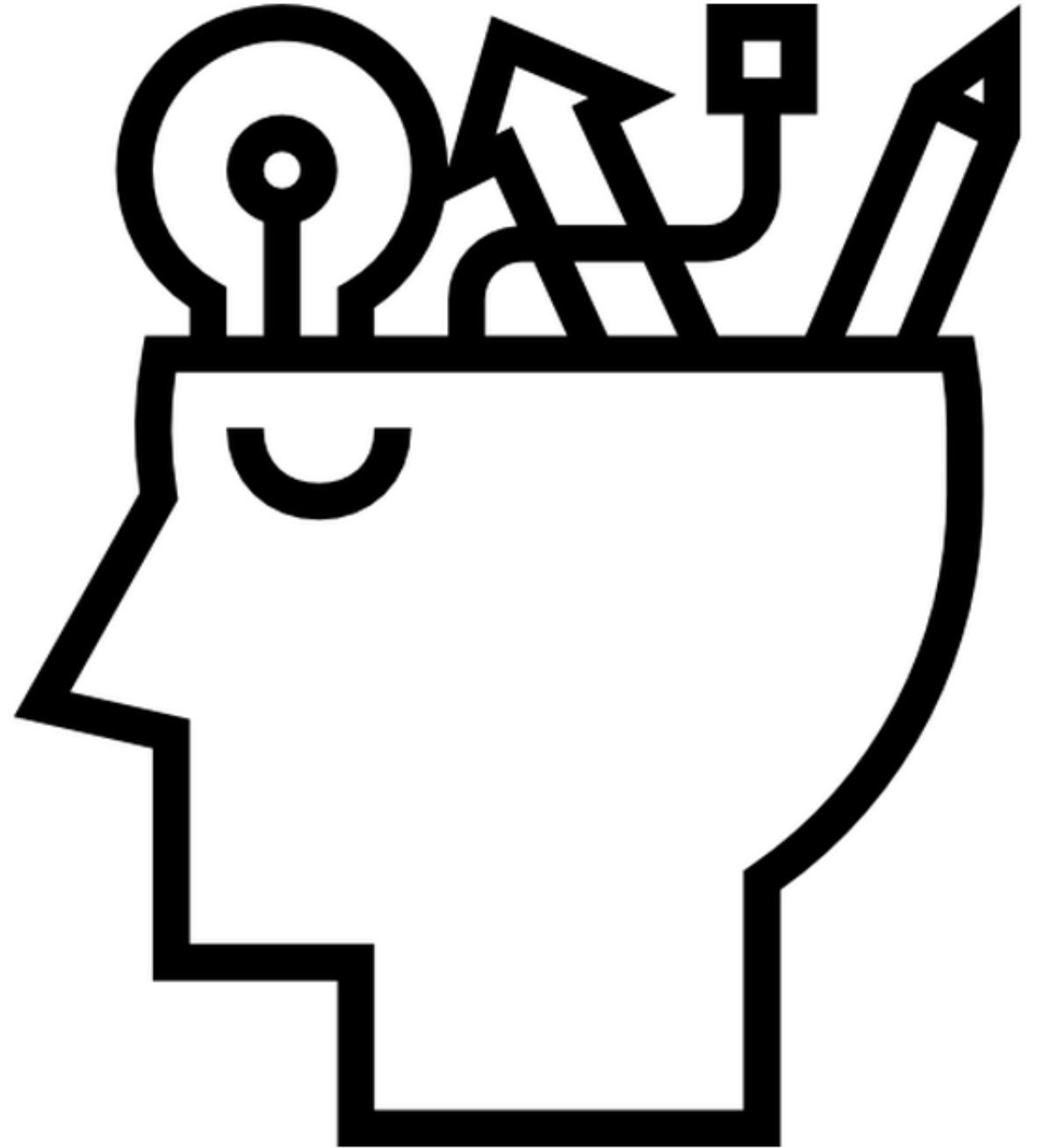


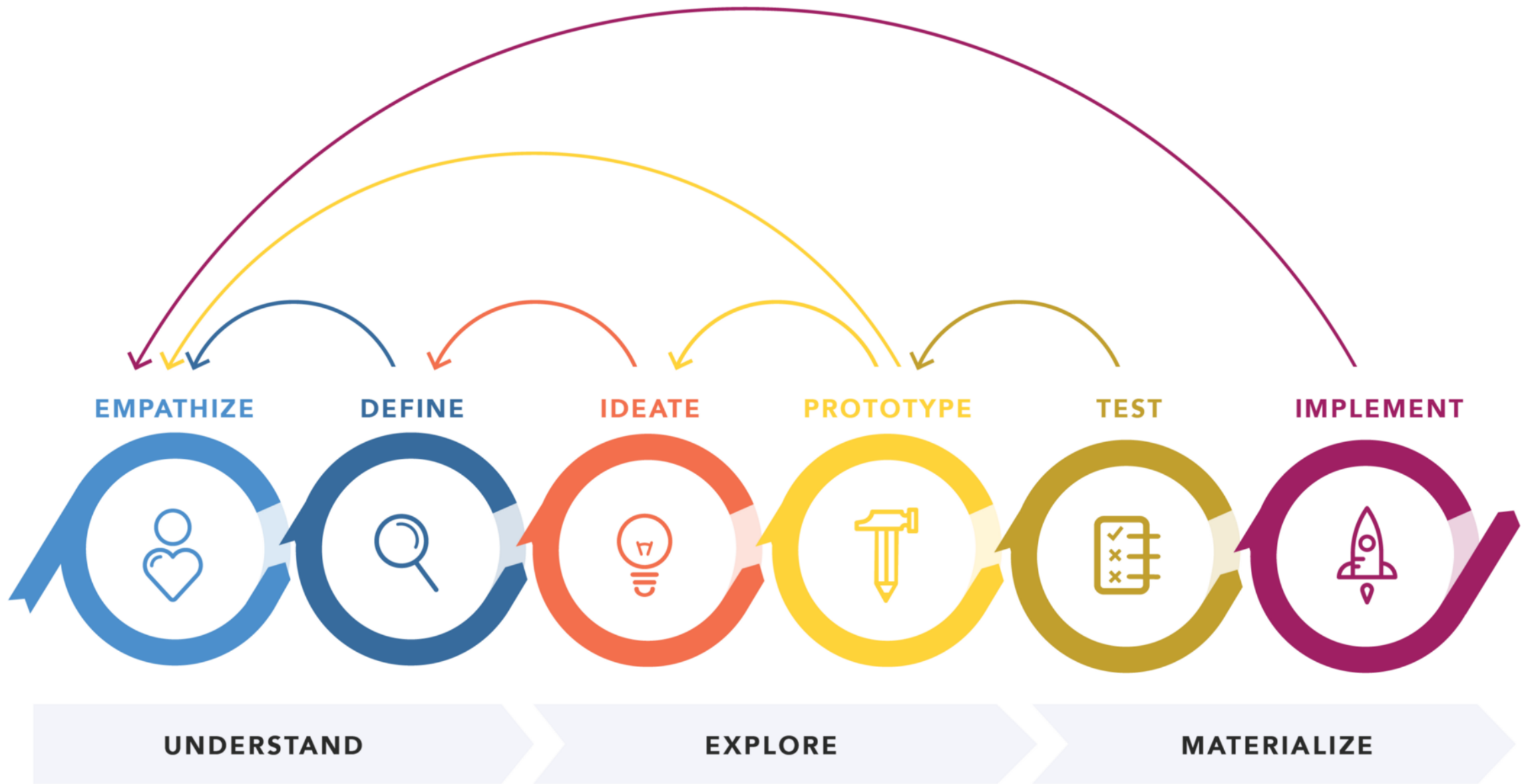
Design Thinking



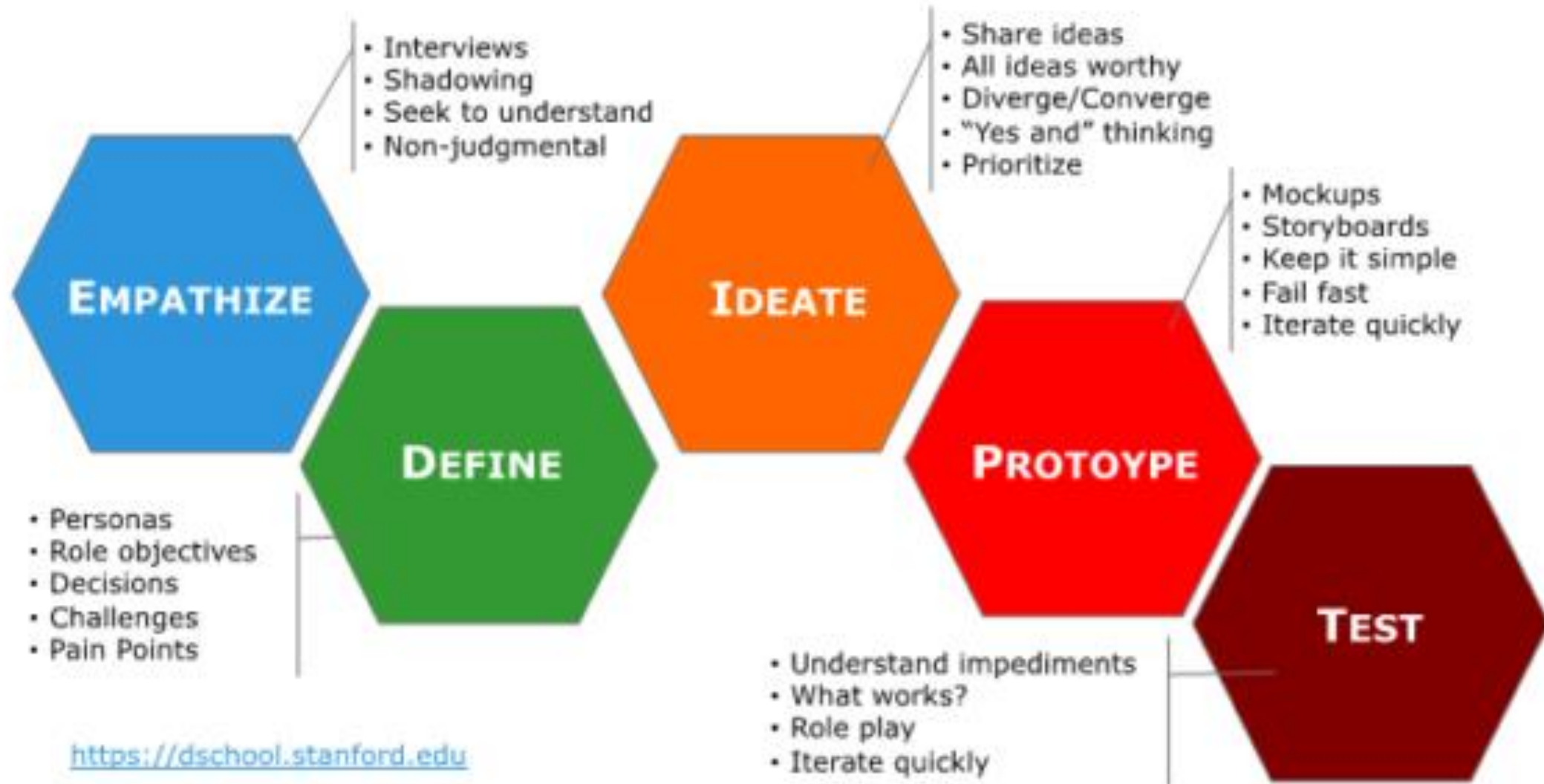
Data Driven

Design Thinking





Stanford d.school Design Thinking Process

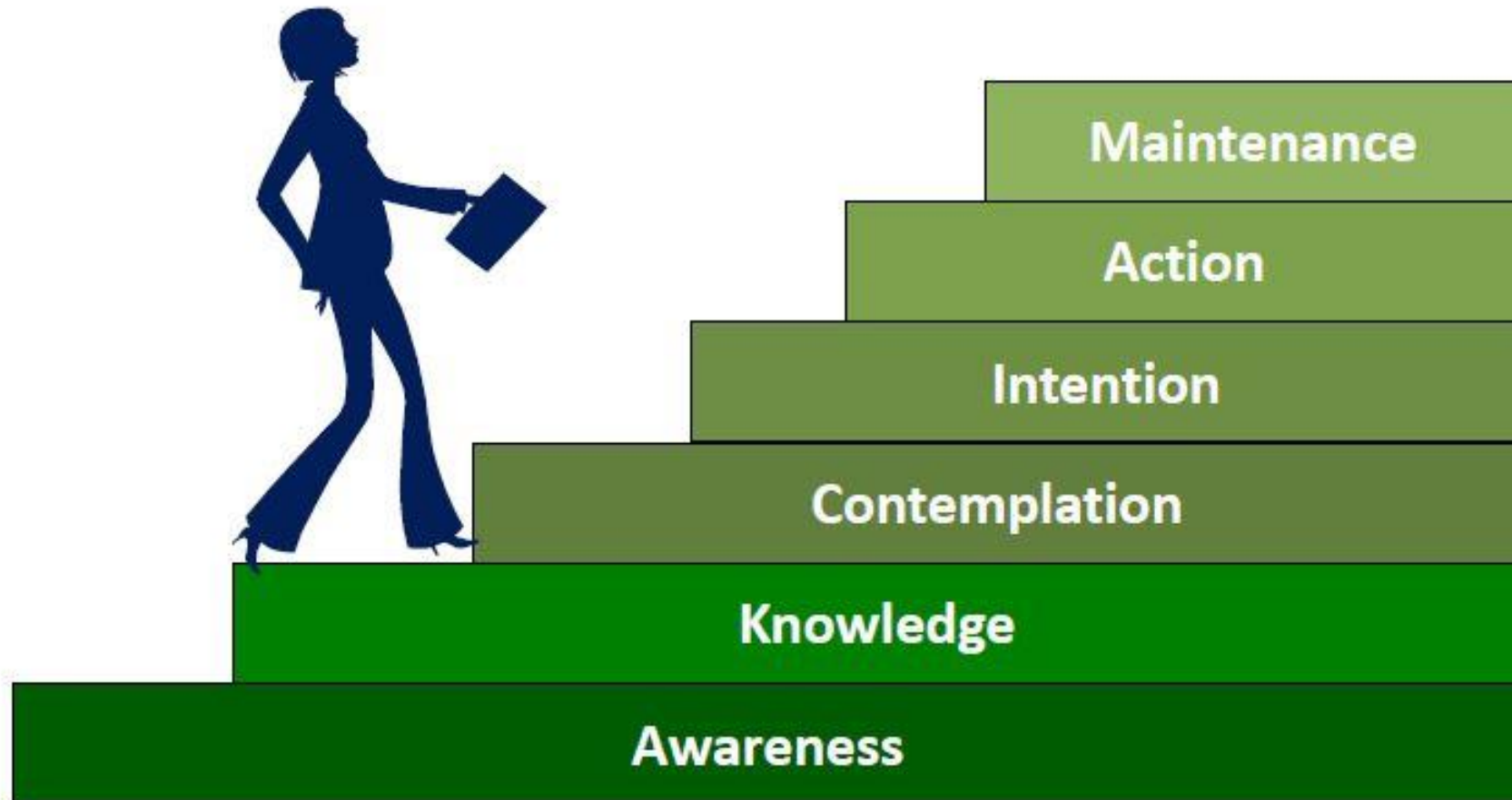


**“Data
Driven”**



Stages of Behavior Change

- Password Changes
- Test the same question at the beginning & end



Take-aways so **YOU** can have a digital scavenger hunt

Find where your employees are engaging

Prove your results through Data

There must be an incentive

Use Design Thinking to uncover your “real” problem areas

Global training can be inexpensive AND engaging

YOU WORK FROM HOME!

2003

AND YOU WORK FROM HOME!

**EEEEERRRRBODY WORK
FROM HOME!!!!**

generator-meme.com

Digital Security Scavenger Hunt



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Let's Connect:

