CyberHoot
Laugh. Learn. Hoot Up!

PROGRAM OWNER PLAYBOOK · COMPLIANCE · HR · IT

BUILDING A SECURITY CULTURE PEOPLE OPT INTO

Reward the Behavior You Want to See More Of

A CyberHoot blueprint for lifting training engagement inside your organization, without sending a single warning email.

> Completion rates don't climb because people get nagged. They climb because good behavior gets **noticed**. Your organization already has people finishing every assignment on time. Find them, celebrate them out loud, and let everyone else decide they want in. That is the whole idea behind **Laugh. Learn. Hoot Up!** Positive reinforcement does the heavy lifting.

THE SIX-MOVE BLUEPRINT

1 Lead from the front.
Finish your own assignments first, then say so publicly. When the leadership team sits at 100%, training stops looking like something done **to** people.

2 Celebrate your stars, not your stragglers.
Name the people already at 100% in the next all-company email. Recognition costs nothing and travels fast.

3 Send everyone to the anonymous Leaderboard.
People see exactly how they stack up against colleagues, with **nobody singled out**. Curiosity motivates better than compulsion.

4 Reward small, reward often.
Pick two or three and run it monthly:

- Gift card draw at 100%
- Hoot Hero of the Month
- Coffee or lunch on the company
- Early-out Friday
- CyberHoot swag
- 30-second all-hands shout-out

5 Sell the personal win, not the policy.
Every Compliance Certificate carries **15 minutes of continuing education credit**, a credential your people keep. The skills protect them at home too: their bank, their family, their own devices.

6 Name the AI reality out loud.
Attackers now craft social engineering tailored to each individual person. Generic advice cannot keep up. **Trained instincts can.**

DID YOU KNOW?

Remember Gotcha phishing tests and the 45-minute remediation video? **HootPhish flips that.** One minute, interactive, patented. People actively examine a phish instead of passively watching one.

OLD WAY · GOTCHA EMAIL + REMEDIATION VIDEO
45 MIN

CYBERHOOT · HOOTPHISH EXERCISE
1 MIN

MUSCLE MEMORY: PAR

Pause	Slow down before you click.
Assess	Check the sender, the link, the ask.
Report	Flag anything suspicious. Every time.

Pick one reward. Announce it this week.

Then let the Leaderboard do the rest.

Need help launching it? Your CyberHoot team will build it with you.