CyberHoot
Laugh. Learn. Hoot Up!

MSP PLAYBOOK · CLIENT ENGAGEMENT

TURNING LOW COMPLIANCE AROUND

Reward the Behavior You Want to See More Of

A CyberHoot blueprint for lifting engagement at your lowest-compliance clients, without sending a single warning email.

Compliance scores don't climb because people get nagged. They climb because good behavior gets **noticed**. Every low-compliance client already has a few employees finishing every assignment. Find them, celebrate them out loud, and let everyone else decide they want in. That's the whole idea behind **Laugh. Learn. Hoot Up!** Positive reinforcement does the heavy lifting.

THE 5-MOVE BLUEPRINT

1 Start with your stars, not your stragglers.

Pull the client's completion data and find the two to five people already at 100%. Name them in the next company email. Recognition costs nothing and travels fast.

2 Send everyone to the anonymous Leaderboard.

Employees see exactly how they stack up against colleagues, with **nobody singled out**. Curiosity motivates better than compulsion, and the Leaderboard turns training into a friendly race.

3 Reward small, reward often.

Help your client pick two or three and run it monthly:

- $10-25 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

4 Sell the personal win, not the policy.

Every Compliance Certificate carries **15 minutes of continuing education credit**, a professional credential employees keep. And the skills protect them at home too: their bank, their family, their own devices.

5 Point out why this matters more in an AI world.

Attackers now craft social engineering tailored to each individual person. Generic advice can't keep up. **Trained instincts can**. Cyber literacy is the skill that scales with the threat.

DID YOU KNOW?

Remember Gotcha phishing tests and the 45-minute remediation video? **HootPhish flips that.** One minute, interactive, patented. Employees 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 client. 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.