Unbranded PT emails x 3 – KnowBe4 toolkit

Email #1

**Subject:** Would your employees spot a phishing email?

**Preview text:** Make your team your first line of defence

Hi [NAME],

All it takes is one click and your organisation could experience a devastating cyberattack. What’s the best way to protect your team against social engineering threats? Strengthening your security culture.

This requires dedicated, ongoing training that is designed to help your team recognise threats.

Strengthening your security culture can significantly reduce the risk of your business falling victim to threats associated with phishing, ransomware and malware, helping your team make smarter more informed security decisions every day.

If you want to strengthen your security culture and reduce the chances of a successful phishing attack, I’d be happy to talk through the options available to you.

We could book in a short call next week, when would be a good time for you?

Kind regards,

[NAME]

Email #2

**Subject:** Help! My team don’t like staff training

**Preview text:** We’ll show you a better way…

Hi [NAME],

It’s crucial that your employees understand the threats they can come across in their day-to-day operations.

But … we know that staff training can often be lengthy, uninspiring and a box-ticking exercise for busy teams.

Our security awareness training solution is different, providing engaging, consumable, binge-worthy monthly content in tandem with safe phishing simulations.

**With the right training in place you can …**

* Identify risky behaviours
* Send gentle reminders
* Deliver simulation experiences
* Implement rapid training directly to users
* Create a strong security culture that doesn’t rely on the ‘blame game’

Your employees are the first line of defence against phishing attacks and it’s time to get them onboard.

If you’d like to know more, I’d be happy to go over on a call. When are you free?

Kind regards,

[NAME]

Email #3

**Subject:** Did you know …

**Preview text:** 74% of breaches are caused by human error…

Hi [NAME],

**Do you think your team would pass a phishing simulation or detect a security threat?**

Cybersecurity technology is instrumental in your business’s security strategy, but it can’t protect you against human error.

The only way to reduce human error is through consistent security awareness training. We support our customers to achieve this, helping them:

* Raise awareness of threats
* Increase cybersecurity defences
* Achieve real-time threat detection
* Build a strong security culture
* Access fast and entertaining training
* Engage with ongoing, continuous training that builds over time

It’d be great to find out what you’re currently doing to strengthen your security culture and see if there are any gaps you might be missing.

Is there a time that works for you next week? Or, if now’s not the right time, I can get back in touch in the future.

What works best for you?

Kind regards,

[NAME]