

CYBER

Employee Cyber Awareness: Why People Are the Real Firewall

In most major cyber incidents, an employee opened the door – without knowing it.

Employee awareness is one of the most important and underestimated elements of organizational cyber defense. When done right, it meaningfully strengthens the organization's resilience. In most major cyber incidents of recent years, employees were involved – not out of malice, but simply because they didn't know better. Opening a file, clicking a link, connecting a device, sharing information – small actions with large consequences.

Yet building effective awareness is genuinely hard. The human mind is wired to respond to threats it can see and feel. Cyber threats, real as they are, tend to create a lack of urgency. The challenge for decision-makers and security leaders is how to make employees truly understand the threat and recognize their own role in defense.

This talk avoids endless lists of rules. Instead, it focuses on the underlying logic of the cyber world – the rules of the game. When employees understand how attackers actually think and operate, they can make smart decisions even in situations they've never been trained for. Experiential, often funny, and always grounded in what matters most.

BEST FOR

Employees at every level, at all-hands meetings and awareness events.

KEY TAKEAWAYS

- Why employees are involved in most major cyber incidents – and how to change that
- How the human mind processes (and ignores) cyber risk
- The rules of the game that help employees make smart decisions independently
- How to build awareness that actually changes behavior

AVAILABLE AS

TED-Style · Standard

TED-style or standard talk: 15–60 minutes

**ABOUT MENNY**

Menny Barzilay is an internationally recognized cybersecurity expert, entrepreneur, and strategic advisor. He is the CEO and co-founder of Atorian, a partner and co-founder at Cytactic, and the CTO of the Blavatnik Interdisciplinary Cyber Research Center at Tel Aviv University. Previously, he served as a CISO in the intelligence services of the Israeli Defense Forces.

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