



Global Security A Case Study By Steve Kirkpatrick, Ph.D.

The issue of security continues to be in the forefront of everyone's mind. Globally, we are reminded daily of the homeland security effort and the ongoing and unknown threats to our lives as we have known them. On a personal level, we deal with daily issues of security involving identity theft. At work, we increasingly are exposed to the importance of our individual's roles in preventing industrial espionage, ignoring dangerous emails and policing unauthorized access to our work place areas.

Despite increased security training, problems still exist. Business leaders wonder if they are secure enough: Have they devoted sufficient resources to protecting themselves, or not enough? What is the most cost-effective, efficient and safe way to engineer a complete security system that supports the vigilance needed for a business?

One Denver-based corporation has found a way to immediately wake up all employees and move from less than fifty percent compliance key security indicators to 100 percent compliance...all in a matter of days.

The situation: A large, successful software company discovered that even with tight security polices and procedures in place, its employees were still putting themselves, their co-workers and their company at risk without realizing the consequences of their actions. And they were doing all of this in a spirit of cooperation and teamwork! Passwords were not being properly protected. Building access was compromised, and sensitive information was being released to unauthorized personnel.

Company management sponsored and funded communication, education and training programs over a period of several months, but the problems persisted.

The Solution: The Company contracted with Regis Learning Solutions (RLS) to develop a powerful wake up call for employees through the use of the Regis Learning Solutions' Documentary Learning™ accelerated -performance solutions.

RLS responded immediately by building a package that included the use of digital video to capture both appropriate and dangerous practices. Those employees identified as doing the "right thing" were rewarded and word traveled very quickly through the all -important informal network. Even more important, the employees who were not following procedures, even with their identities protected, knew who they were and the unacceptable security lapses in security stopped immediately



A *Security* Film Premier, introduced by the company CEO, was launched in the company theatre. The company's leaders presented the Documentary Learning™ program in a way that engaged all participants and demonstrated to people the consequences of lax security.

Through the use of a number of Documentary Learning™ techniques developed by RLS, including a “digital” “secret-shopper” method, the resulting 30-minute FLASH file training solution, wrapped around the digital video production, has become institutionalized as part of the company's main security message to all its employees. The company still uses the solution as part of its online orientation for new employees and contractors.

The Result: The impact was immediate. Within a few days of the project start - even before the solution was built, let alone implemented - word had spread throughout the company and the initial issues with security had been eliminated. A subsequent review proved that compliance with required security practices had increased from 50 percent to 100 percent within days. The video and flash-based e-learning system continues to provide ongoing reinforcement to employees, new hires, and contract/temporary workers.

The Documentary Learning™ techniques provided immediate payback by utilizing the untapped, but all-powerful employee buzz. RLS calls this phenomenon “pre-enforcement,” because it begins to change behavior before the solution is implemented. Pre-enforcement, followed by implementation of the Documentary Learning™ solution and mixed with on-going workplace reinforcement, ensures that security will stay tight well into the future.