

Never Underestimate the Power of the E-Side

E-Learning the Applied Fiction Way

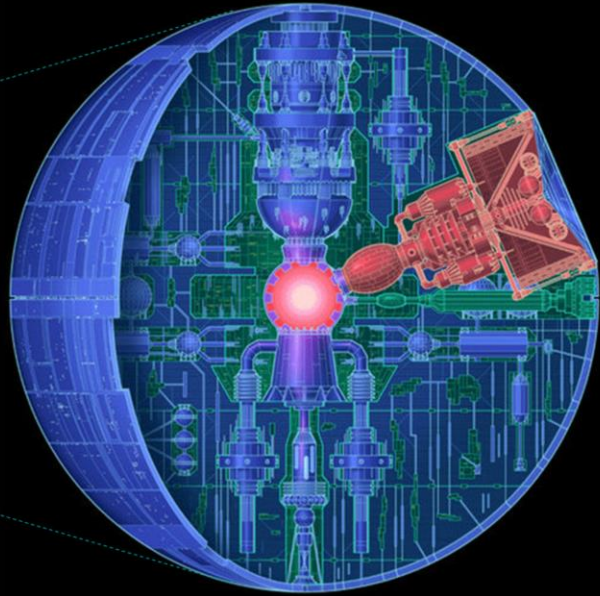
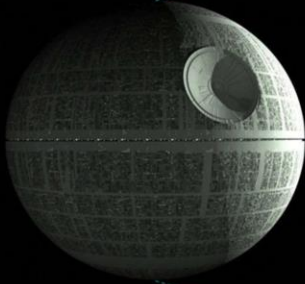


We've been hard at work the past year and have some new innovations and concepts to share and a partner who is here to share with us.

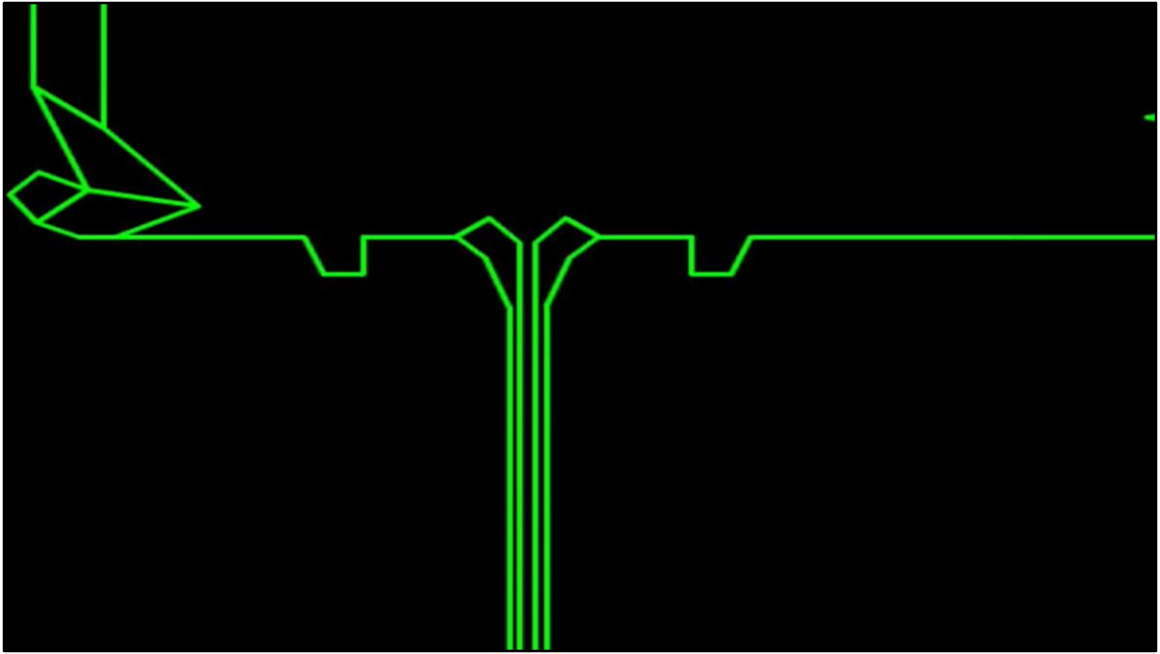


For those of you who don't know us, the space that we work in is where there is a natural disengagement between knowledge and people who need that knowledge. Take CIP as an example. We solve this problem with our approach called "Applied Fiction"

Time for a quiz



The best way to explain applied fiction is with a question.



Answer to question



**People learn best
when immersed in a *story*
that teaches *why* something is
important**

We remember detailed information without trying when its communicated as part of a story that people are immersed in.

Applied Fiction 1.0



Applied Fiction 1.0 was based on live events and included equipment like handbooks and awareness materials.

What does an Applied Fiction look like?



Here's what a live event looked like

Tallying the Results



Engaged Employees

"Today's training engaged me through the entire session and left me with much a better understanding of our compliance procedures. Thank you!" - Actual Employee Quote



Multiple Clean Audits

"Employees report that Applied Fiction training is fun, engaging, and relevant. It gives me confidence that people actually understand their duties" - Cyber Security Manager

When part of a holistic compliance program, this training method ensures the knowledge component works exceptionally well.

The Challenge



But there's a problem with AF 1.0 – the live events are difficult when people are geographically distributed and must be trained on a regular basis because the costs are so high.

But Wait!

Chapter 1

Chapter 1: Don't Crash into Crap

Chapter 2

Chapter 3

Chapter 4

Chapter 5

Chapter 6

Chapter 7

Chapter 8

Chapter 9

Chapter 10

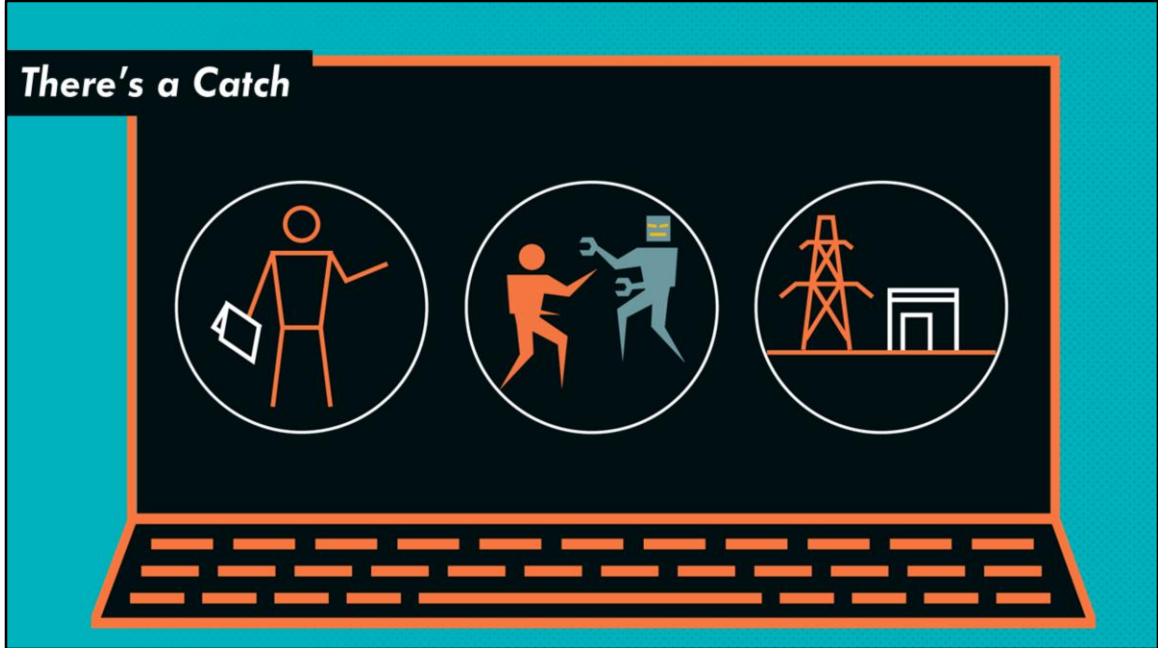
Chapter 11

Chapter 12

Electronic Learning is fun, easy and interactive. Everyone should do it. You'd be amazed just how many chapters, sub-chapters, and child-sub-chapters you can fit into a 1024x768 screen. Talk about flexible! If you love stock images then you're in for a real treat. Are you still reading this?



So the solution is e-learning! And it's so awesome, right?



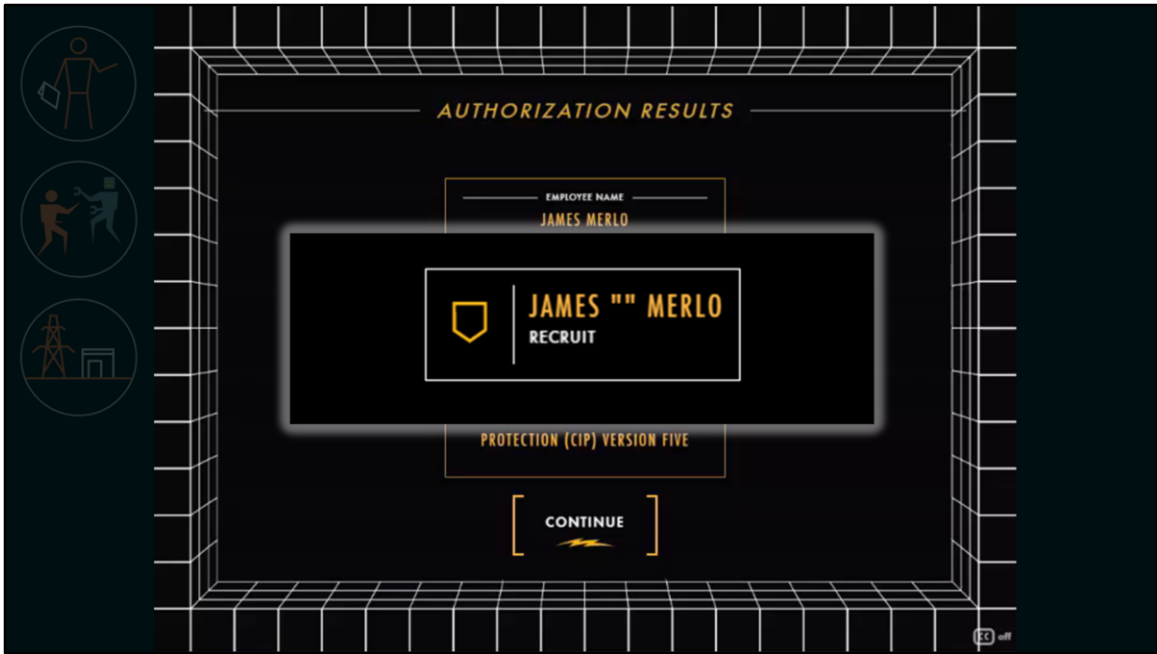
We have to solve the missing instructor, missing immersive environment, and lack of physical space inside a small 1024x768 screen.



Here's how we did it. Intro tells us this is going to be a different experience.



We introduce our instructor, CTANLEE and provide more immersion with the employee's name and rank.



And then ask for their contribution by choosing their callsign



CALL SIGN SELECTION



Every Defender worth their salt has a call sign.



JAMES "THE KEGERATOR" MERLO
RECRUIT



RECRUIT

USE THIS CALL SIGN



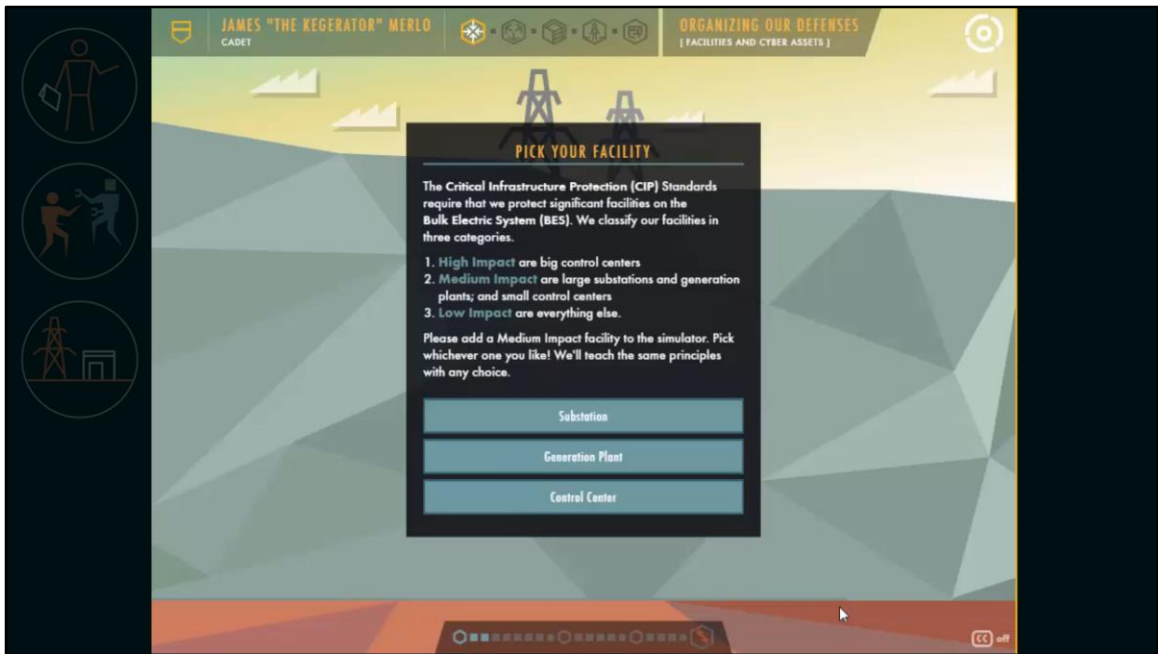
CC off



Once we teach the real reason behind compliance, we introduce the enemy.



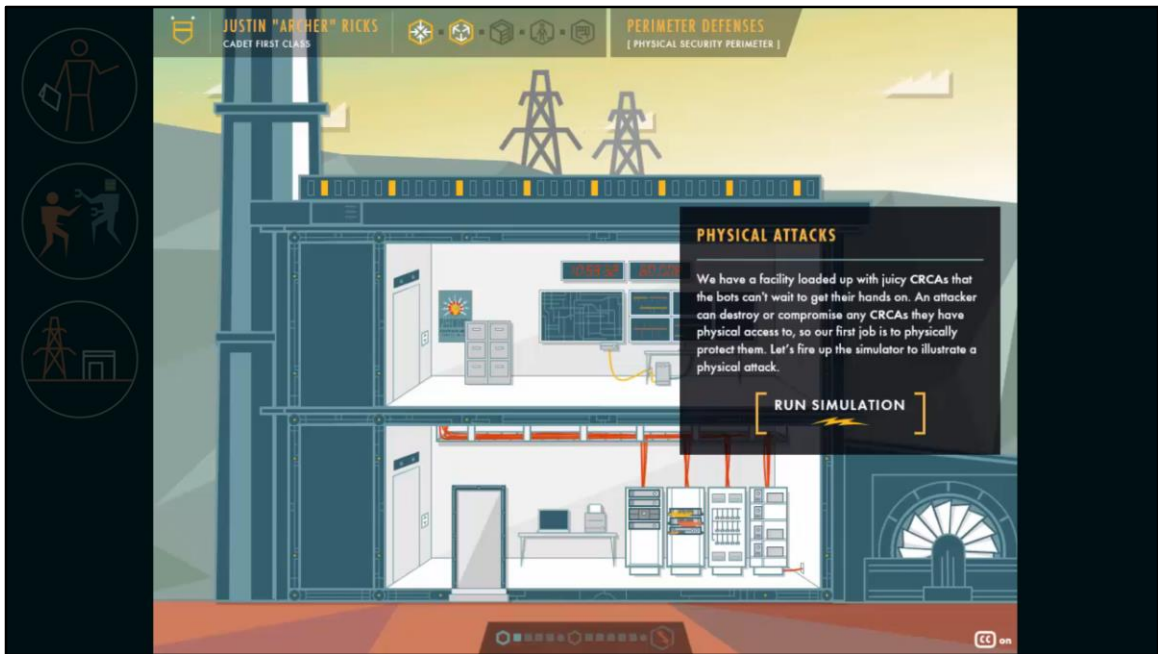
Each employee may work at a different facility, so we let employees pick the facility they want to use in the simulator. The simulator becomes the core teaching method.



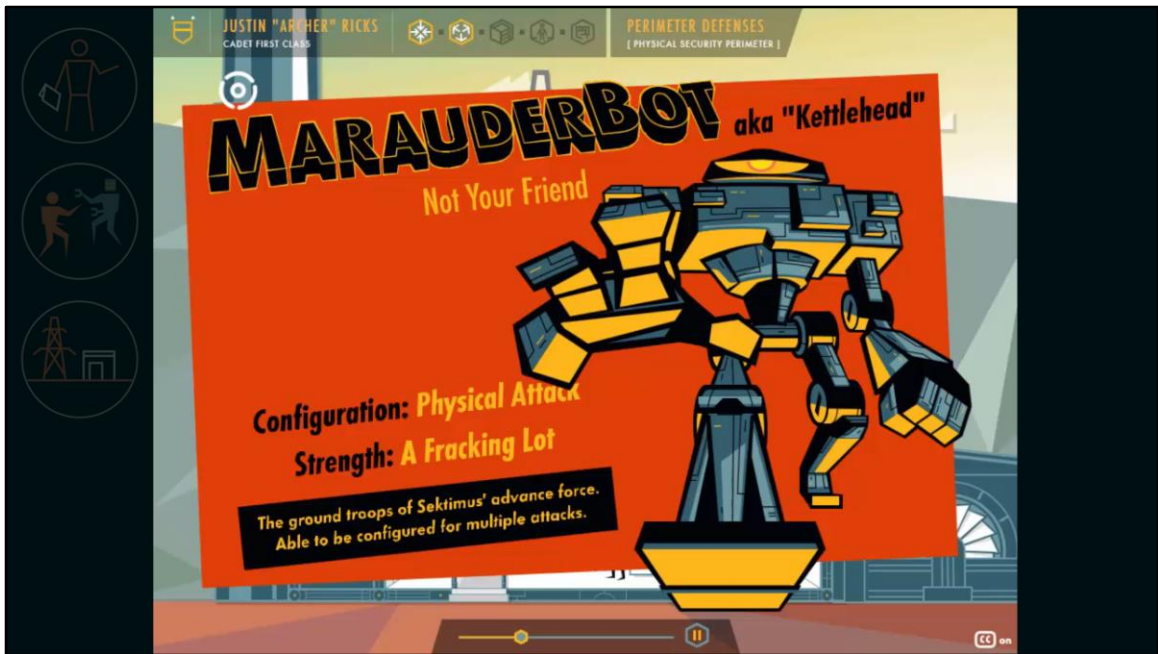
We'll load a power plant



Then we let people get to know their facility by clicking on defenders in the facility and assets in the facility. We humanize it.



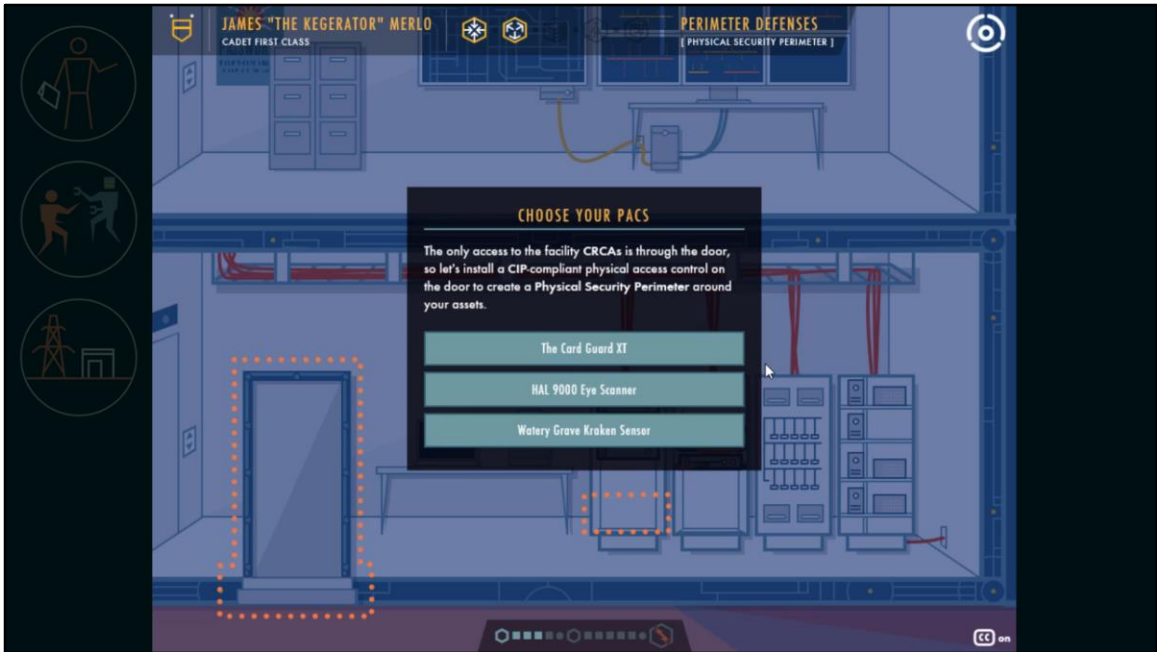
The simulator uses a pattern where we show an attack to teach why we need a defense. Here's one.



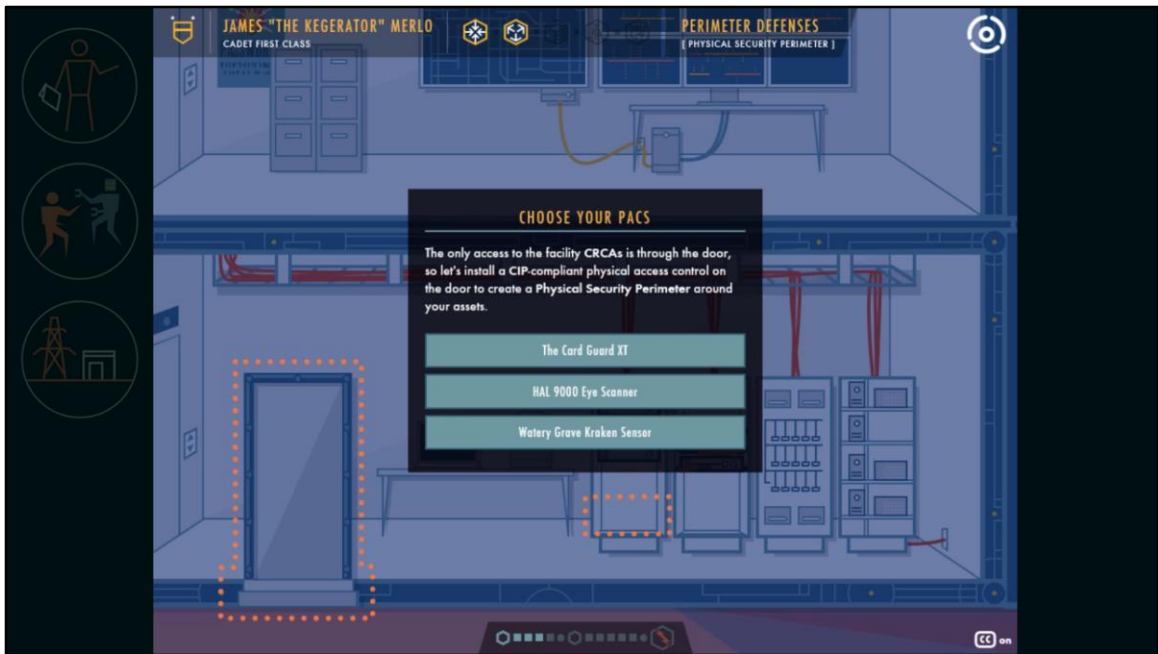
Continued...



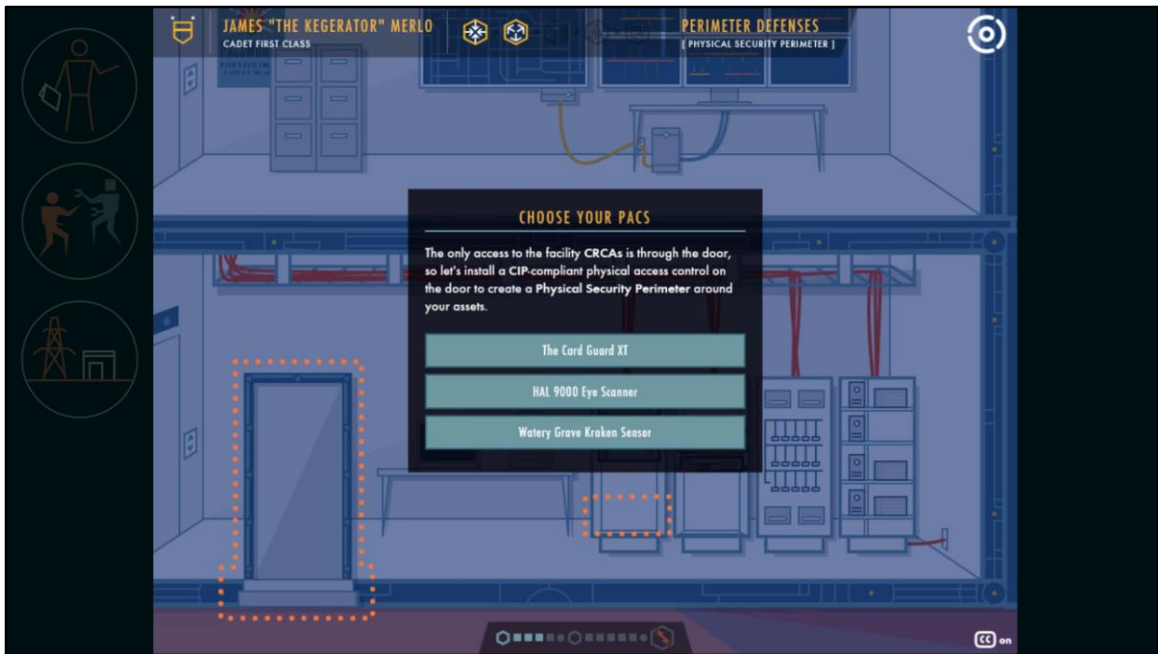
Then the learner picks a CIP compliance defense to customize their facility.



Audience choice #1



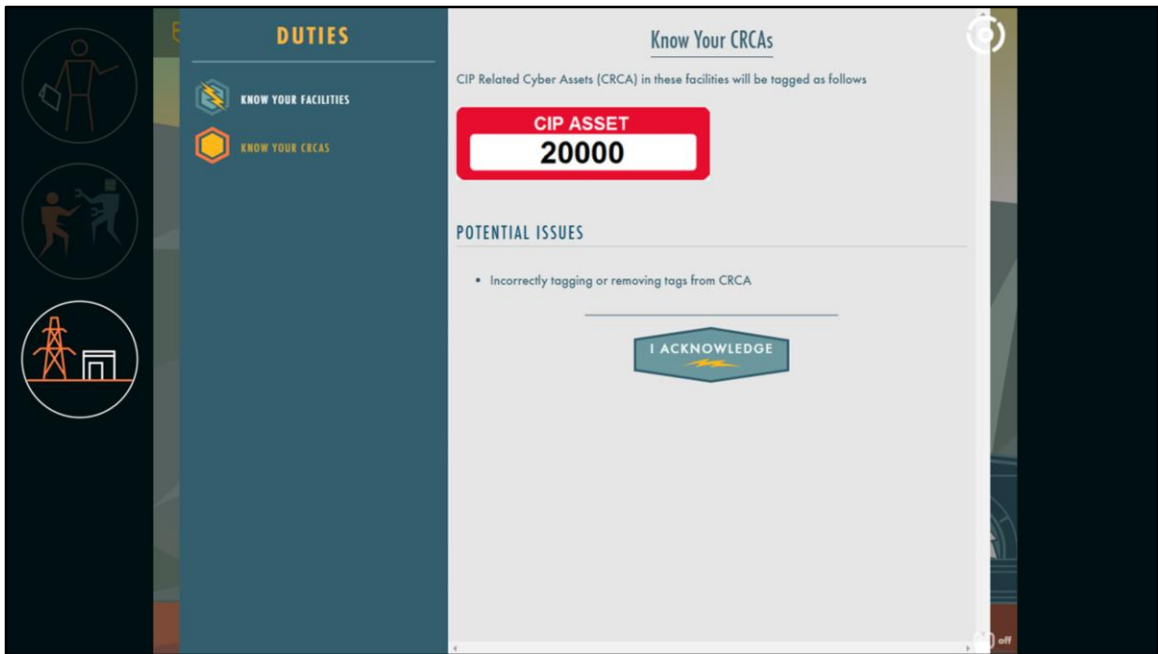
Audience choice #2



Audience choice #3



Some topics are more complex. Here's how we handle something like a firewall.



Company specific duties are shown at the end.

Question Total Score


Question 3:


What are some ways to violate PSP CIP requirements? (pick 3)

- Forcing a PSP Door
- Tailgating into a PSP
- Reporting that you forgot to badge in, so manual log entries can be made
- Prapping a PSP door open
- Using your badge to scan before entering a PSP

Testing is done in an innovative way







JAMES "THE REGENERATOR" MERLO
CADET FIRST CLASS

EPISODE 2 STATS


Episode Total Score

670 / 840

Question 1	120/120	★	Question 4	100/120
Question 2	60/120		Question 5	120/120 ★
Question 3	270/360			

DECISIONS

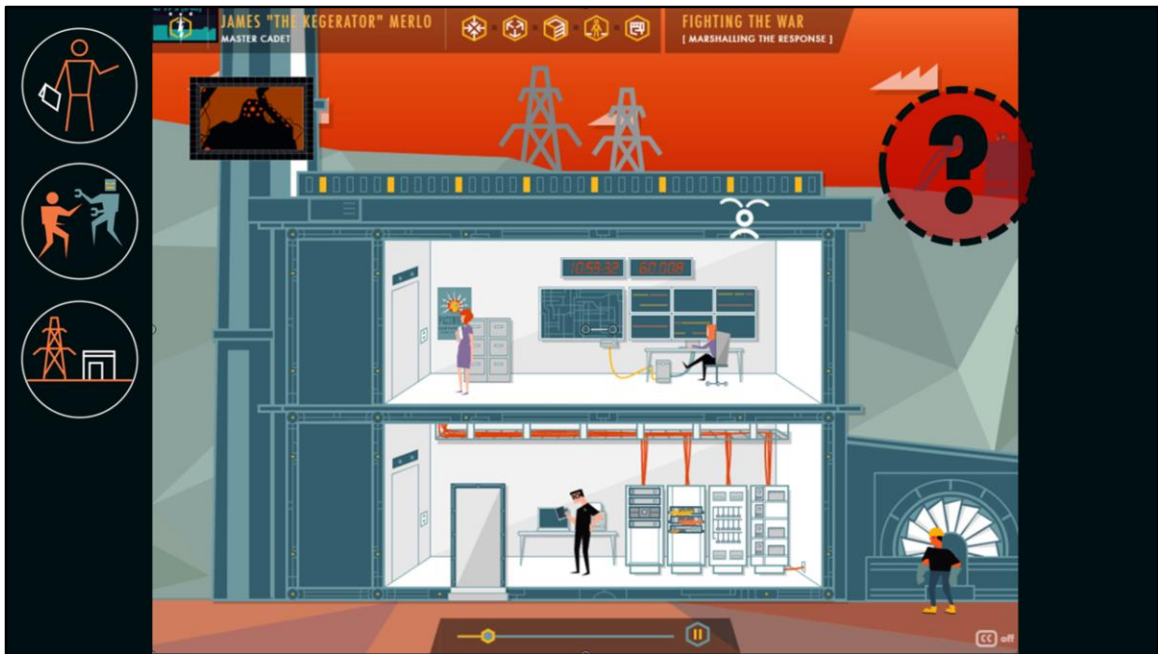
*You and **39%** of Defenders chose the **HAL 9000 Eye Scanner Physical Access Control System***



Stats are shown at the end of each episode

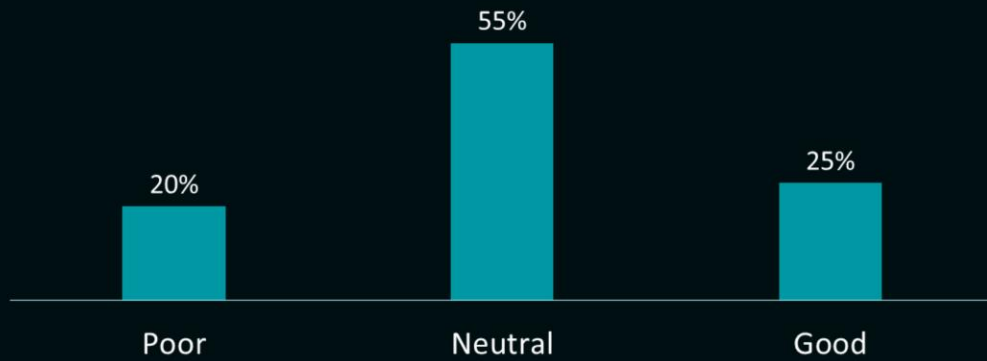


And there's an overarching storyline with an enemy named Sektimus



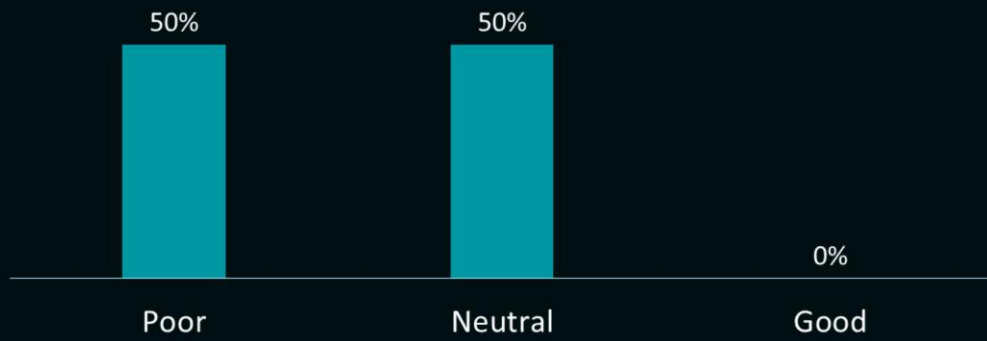
But we won't give away the ending 😊

Engagement - Blackboard Study



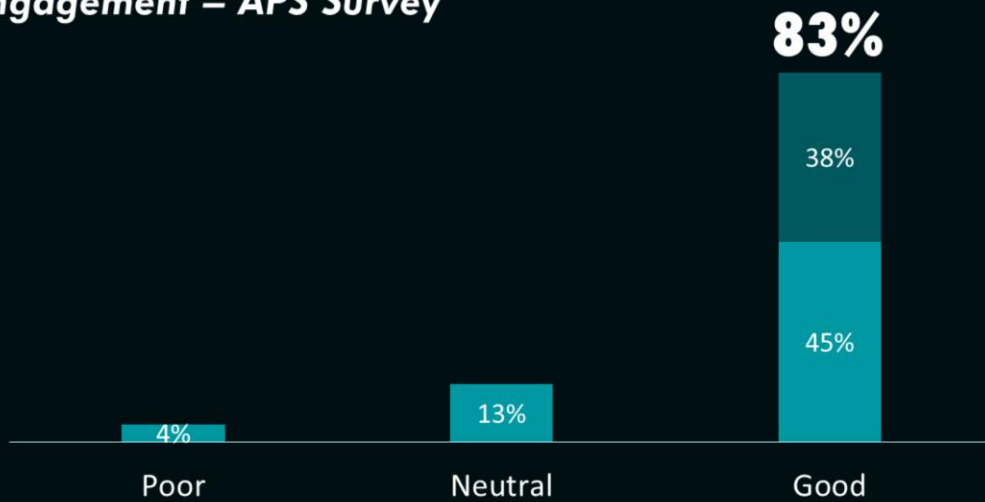
So how is the engagement level? Here's the standard engagement curve for e-learning.

Engagement - Compliance Deck



And the results for typical compliance slide deck training

Engagement – APS Survey



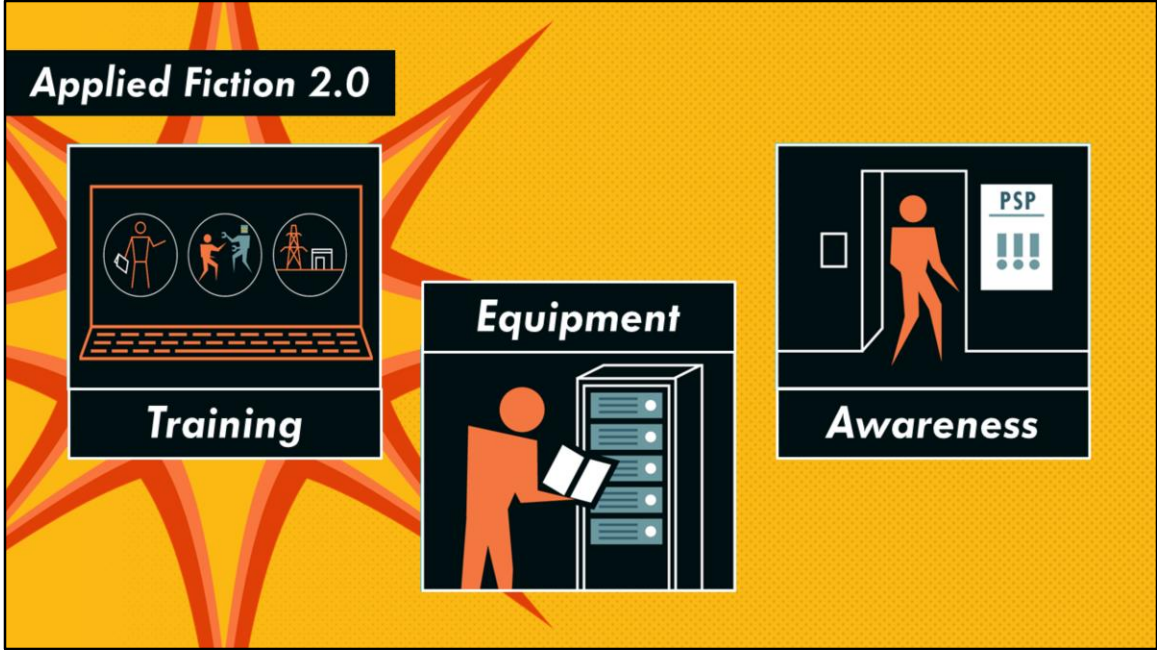
And the results from 1200 employees at Arizona Public Service. The 38% is people who opted to show this training as the best e-learning training they've ever received.

“At the time, I wasn’t that excited. But you know, I remember a whole lot of what was in that training today because it was delivered as a story...

And despite being a bit of an old fart, I still enjoyed it.”

Arizona Public Service Employee

And we love to get quotes like this.



So we've solved for the live events with the help of APS and some other utilities.

E-Learning doesn't have to suck

Focus on Instructor, Immersion, and Location

Frame the learning with Story, especially Fiction

Takeaways

Learn and Share



<http://cipdefendereval.metamythic.co>



One to take home



Here's a eval site and we're giving out part of our defender kit to this audience to take home.