Jip and Janna?

An effective set of cybersecurity measures must contain a mix of technical measures, organizational measures, and coaching of employees. From a recently published "National Cybersecurity Monitor 2020" we learn that the attention is now shifting towards the human elements.
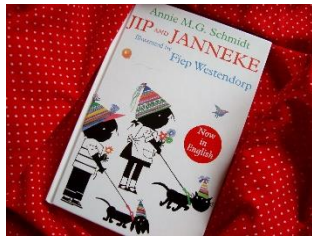
Jip and Janneke, by Annie M. G. Schmidt and Fiep Westendorp are "the uncrowned queens of Dutch children's literature".

For organizations that have technical measures in place already , the report shows that employee awareness is now getting the highest priority. Employees are often forced to digest important information through various training techniques, including e-learning. Problem with many of these techniques is that they are not flexible, that productivity suffers, and that the cost is high. On top of that, the effect of one-off training efforts appears to vanish very quickly.

e-Learning is not necessarily popular under employees. A better way seems to be to present the topics on a regular basis, via an easy communication system. And that is why Janna personal coach has been developed. An easy communication system with a friendly interface. To be used on a smartphone, tablet or a PC. Janna operates under the motto: 100 times 1 minute is better than 1 times 100 minutes, to increase familiarity with a topic.

The Janna advantages are significant:

- Information is being presented in the form of a dialogue with the user. That is a more natural way of communicating and training and hence the name "Janna personal coach".
- "Jip and Janna"-language. Janna uses a tone and language that makes even complicated topics accessible and digestible for everyone, technical or not.
- Information is divided into brief, understandable topics, that often are discussed in under 1 minute.
- Janna approaches her users with new dialogues. Topicality is important as well as information for specific target groups.

Janna can be deployed as cybersecurity- and privacy protection coach right away. The subscription model makes her a true Awareness as a Service solution.

Janna approaches users twice per week with a dialogue of approximately 1 minute. That does not take time at all and the high degree of repetition makes it quite effective. Janna understands that most of her users want to know in "Jip and Janna"-language what they should be doing and what they should avoid.

Janna, the personal coach for cybersecurity and privacy protection can start at your organization immediately and without delay.

The human element, and especially awareness, has become a high priority item in cybersecurity and privacy protection. But how do you deal with the fact that most of the people are marginally interested and do not run to a library to get a book on one these topics?