

Project sponsor: New York City based company

Target audience: new hires and existing employees

Training topic: Security awareness- Cyber security topics to include awareness, email and phishing attacks, malware, ransomware, social media awareness, and password security.

Course goals:

- To reduce security risk across the organization with improved password security.
- To reduce instances of malware and reduce risks of phishing attacks and ransomware by increasing awareness and recognition of scams.
- To improve awareness of social media schemes, misinformation, and scam recognition.
- Empower users to recognize security risks and avoid compromising customer and company information.

Topic	Description
Learner characteristics	<ul style="list-style-type: none">• There are approximately 16,000 corporate employees from various segments, including frontline, licensed, marketing and analytics, corporate, and customer support.• 85% of employees have advanced degrees and have been out of college for one year to more than 30 years.
Prior knowledge	Learners are familiar with cyber security as this is an annual training initiative with monthly modules and completion requirements supported by employee performance metrics.
Demographics	<ul style="list-style-type: none">• 40.4% are female, 59.5% are male, and are from various cultural backgrounds including American Indian/Alaskan native, Asian, Black, Hispanic, Native Hawaiian/Pacific Islander, and White.• The primary language is English.• Most employees are full-time or contract, with less than 5% working less than full-time.• Employees are located in New York City, Charlotte, Denver, Dallas, and Jacksonville and work in a hybrid remote capacity.
Access to technology	All employees must have a stable home connection if they work from home and are provided with internet in the office. In addition, they have full access to technology with a company-provided laptop. All employees regularly work within Microsoft Suite, PeopleSoft Human Resource Management System, and corporate Learning Management System. Most employees also work with cloud-based software related to their role.

Analeese Molina

Director of Customer Insights



Personal Profile

- Age: 49
- Pronouns: she/her
- Lives less than 10 miles from Charlotte office

Quote

“I’m excited to work for an organization that values diversity and am proud of both my Mexican and German heritage. Just as important as cultural diversity in an organization is diversity of thought and diversity of perspective. In this, we become great.”

Work history & workload

- Former teacher of psychology, sociology, and business marketing.
- 20 years experience, full-time, in market research
- Began career in business redesigning the banking center and how customers interact with an omnichannel environment.
- Now a market research professional, client side, measuring and reporting on the customer experience.
- Comfortable with technology systems including: Microsoft suite, Statistical Analysis System (SAS), Qualtrics, Tableau, Power BI applications.

Education

BS in Secondary Education Social Science

MBA Business Analytics

Goals

- Continue to improve the customer experience and security.
- Mentor young professionals to be the best in their role while balancing personal and professional responsibilities.

Personal details

- Married mother of three
- Community volunteer
- Plant and animal enthusiast

Financial information

- Financially secure with adequate savings and retirement accounts.
- Contributes to college savings account for each child.

Family background

- Child of professional parents who immigrated to the United States as children.
- Grew up in a middle-class neighborhood with college as the expectation.

Attitudes & beliefs

- A lifelong learner who strives to support others with a positive attitude and the voice of experience.
- Believes that success is a journey and sometimes requires you to take the road less travelled in order to find where you belong.

Social

- Involved in the local community and children’s school activities.
- Loves to travel with family.
- Mentors in several professional communities, both virtual and in-person, whose goal is to support young professionals.