

Fundamentals	Included Components
<i>Business Purpose</i>	<ul style="list-style-type: none"> <li>Instances of successful phishing attacks will reduce by 50% throughout Quarter 1 and Quarter 2 as employees implement specified strategies and protocols in the event of a phishing hack within their workplace.</li> </ul>
<i>Learning Objectives</i>	<p><b>At the end of this learning experience, learners will be able to:</b></p> <ul style="list-style-type: none"> <li>Define phishing and its various forms.</li> <li>Recall the risks associated with phishing attempts.</li> <li>Recognize red flags and phishing tactics by assessing the legitimacy of emails and texts.</li> <li>Implement a strategy in the event of a phishing attack at work.</li> </ul>
<i>Target Audience</i>	All employees who have access to the company's computer network
<i>Training Recommendation</i>	<p><b><u>Asynchronous Scenario-Based Immersive e-Learning Simulation</u></b></p> <ul style="list-style-type: none"> <li>Asynchronous: Employees will have the flexibility to complete the training on their own time using either their personal or company computer. This approach will allow the company to keep more staff members available during work hours, as they can complete the training during their free time.</li> <li>Scenario-Based: Learners will encounter authentic scenarios that reflect real-life situations and will need to make decisions based on them.</li> <li>Gamification: Learners will be able to earn a positive reinforcement (i.e. points, stars) for each question correct.</li> <li>Mentor Character: Learners can seek assistance and helpful information from included mentor character; builds upon learners' knowledge.</li> </ul>
<i>Deliverables</i>	<ul style="list-style-type: none"> <li>Action Map</li> <li>Design Document</li> <li>Text-Based Storyboard</li> <li>Visual Mockups</li> <li>Articulate Storyline 360 eLearning experience</li> <li>Accompanying Job Aid - Visual Flyer</li> </ul>
<i>Training Time</i>	<ul style="list-style-type: none"> <li>15 minutes – 20 minutes</li> </ul>

Subject	Topics to Include
<i>Training Outline</i>	<ul style="list-style-type: none"> <li>• Welcome &amp; Title Page</li> <li>• Introducing Fishing Scene/Scenario               <ul style="list-style-type: none"> <li>○ Scene -fishing with coworker after work and they begin to discuss the phishing training conducted earlier that day</li> <li>○ Learners will navigate a conversation about phishing with the coworker – while fishing</li> </ul> </li> <li>• Meet Mentor Character – Fisherman Anchovy</li> <li>• Mentor Character Navigation               <ul style="list-style-type: none"> <li>○ Select this mentor icon button to access a “tackle-box” full of tips and tricks</li> </ul> </li> <li>• Learning Objectives/Catching Fish Incentive               <ul style="list-style-type: none"> <li>○ Completing a learning objective will allow for learners to “catch” a fish</li> </ul> </li> <li>• Question #1: Defining Phishing and Its Various Forms               <ul style="list-style-type: none"> <li>○ Scene – coworker forgets definition of phishing, need to answer it</li> <li>○ Mentor Character “tackle box” available</li> <li>○ Learner answers wrong – taken to consequence scene and back to question</li> <li>○ Learner answers right – taken to next section; fish #1 is earned</li> </ul> </li> <li>• Follow-Up Activity, Phishing Terms &amp; Definitions               <ul style="list-style-type: none"> <li>○ Interactive chart with Whaling, Vishing, Clone Phishing, Smishing terms and definitions</li> </ul> </li> <li>• Question #2: Recall Risks Associated with Phishing Attempts               <ul style="list-style-type: none"> <li>○ Scene – coworker thanks learner for phishing definition; coworker wonders and questions why hackers conducting phishing attempts</li> <li>○ Mentor Character “tackle box” available</li> <li>○ Learner answers wrong – taken to consequence scene and back to question</li> <li>○ Learner answers right – taken to next section; fish #2 is earned</li> </ul> </li> <li>• Follow-Up Activity, Phishing Risks &amp; Descriptions               <ul style="list-style-type: none"> <li>○ Interactive flashcards appear with reasons why phishing attempts are conducted</li> </ul> </li> <li>• Question #3: Recognize Red Flags &amp; Phishing Tactics               <ul style="list-style-type: none"> <li>○ Scene – coworker understands reasons why phishing attempts happen; admits to being a victim and inquires what red flags to look for next time</li> <li>○ Mentor Character “tackle box” available</li> </ul> </li> </ul>

	<ul style="list-style-type: none"><li>○ Learner answers wrong – taken to consequence scene and back to question</li><li>○ Learner answers right – taken to next section; fish #3 is earned</li><li>• Red Flags In Phishing Attempts Follow-Up Activity,<ul style="list-style-type: none"><li>○ Fishes and bubbles will appear; learners can click on bubbles for red flags to pop up</li></ul></li><li>• Question #4: Implement Strategies – Phishing Attempt Responses<ul style="list-style-type: none"><li>○ Scene – coworker is now confident they can identify a phishing attempt via email or text; wonders what to do/next steps after they identify a phishing attempt</li><li>○ Mentor Character “tackle box” available</li><li>○ Learner answers wrong – taken to consequence scene and back to question</li><li>○ Learner answers right – taken to next section; fish #4 is earned</li></ul></li><li>• Follow-Up Activity, Phishing Attempt Responses – Effective and Ineffective Strategies<ul style="list-style-type: none"><li>○ Include Post-It Notes that learners will have to sort as either “effective strategy” or “ineffective strategy”</li></ul></li><li>• Summarizing Scene<ul style="list-style-type: none"><li>○ Review learning objectives</li><li>○ Coworkers and mentor characters will meet at the office</li><li>○ Learner will earn a certificate</li></ul></li></ul>
<i>Assessment Plan</i>	<ul style="list-style-type: none"><li>• Question Structure – learners must answer the question right to move on within the course or will be corrected.</li><li>• Mentor Character – immediate, direct feedback throughout the course.</li><li>• Branching Scenarios – learner completes many accompanying activities with low-risk stakes.</li><li>• Job Aid – provided and referenced to.</li></ul>