

# shaw trust

 OutThink Customer Story

## From Low Engagement to High Completion and Active Engagement

OutThink



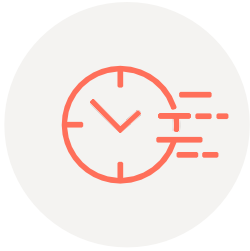
**Shaw Trust is a major UK charity that provides a wide range of employability services working alongside government entities to help individuals overcome barriers to employment, such as long-term health conditions or periods out of work.**



**Joanna Audley, IT Director at Shaw Trust**, plays a crucial role in supporting the central services team. She manages quality standards and internal audits, ensuring continuous improvement in services while meeting all legal and regulatory requirements.

Her focus is on enhancing operational efficiency and compliance to provide the best possible support to clients and stakeholders. As a charity, we seek partners aligned with our mission and values. OutThink's human-centric approach and customizable platform with advanced analytics meet our needs, helping us identify risks and target knowledge gaps.

# Challenges Before OutThink



## Low Engagement:

Previously, our annual training sessions were lengthy, complex, and not very engaging, which led to low compliance rates and inconsistent knowledge across the organization.

We needed a solution that could transform this experience and OutThink effectively addressed these issues by offering a more engaging and digestible format. This not only improves compliance and completion rates, but also ensures that employees genuinely understand and apply the information security practices both at work and at home.

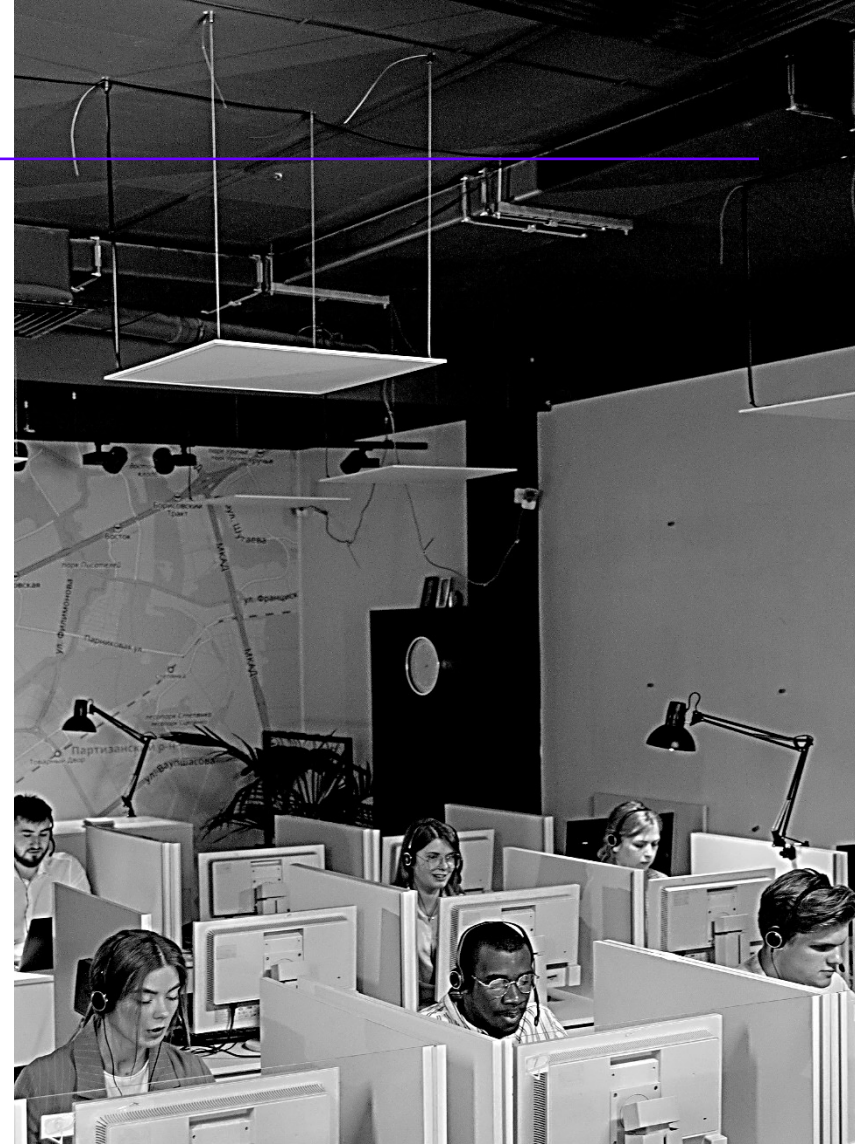


## No Insights from SAT:

Failing to leverage insights from the SAT risks missed opportunities and increased vulnerabilities. Unsecured public Wi-Fi use and encryption struggles could expose sensitive information and hinder secure communication, compromising data integrity and confidentiality.

Without visibility into these insights, our completion rates were below 50%, requiring significant effort. Efforts to engage employees in cybersecurity practices remained superficial, hindering continuous security awareness and proactive behavior.

With OutThink, we've reached a turning point where we are now effectively utilizing insights from our training programs.



'Our completion rates were below 50% requiring significant effort'

Joanna Audley  
IT Director Shaw Trust

# The OutThink Solution



'Our learners consistently rate the training 4.9/5.0-star rating'

Joanna Audley  
IT Director Shaw Trust

Before implementing OutThink, our training completion rates were below 50% and required significant effort from management to boost compliance. The old training was lengthy, technical, and not engaging – it was a repetitive and unenjoyable task for employees. We were experiencing challenges particularly in areas with limited access to devices.

Since switching to OutThink, we adopted a more user-friendly, bite-sized module approach. This method ties training to current threats and trends, rendering it more relevant and easier to understand.

Engagement is critical for our training programs. We struggled to collect feedback and measure engagement but OutThink has changed that. Now, our learners consistently rate the training 4.9/5.0 stars. Employees share their learning experiences, fostering a culture of change. We use insights to tailor training to individual needs, avoiding a one-size-fits-all approach.

Customizing modules based on knowledge gaps keeps employees engaged and prevents them from tuning out repetitive content. This personalized approach has improved compliance rates as employees see the training's relevance to their roles.

Bring SAT and phishing simulation results together with insights from tools such as Microsoft Graph allows us to use data to plan our next steps more strategically.

We've observed significant behavioral changes: improved training completion rates, increased feedback, enhanced engagement and much more. Employees now demonstrate better security awareness, especially in reading web addresses, and the training has sparked ongoing conversations about security, highlighting a major cultural shift towards continuous improvement in cybersecurity.

- ✓ **Active Engagement** indicating higher completion rate and knowledge score.
- ✓ **Learner Feedback** which helps us improve policies and process.
- ✓ **Active Engagement** on our Viva platforms, with discussion about the training content.
- ✓ **Better Awareness** of phishing tactics, how to read sender addresses, and other knowledge also useful at home.
- ✓ **Application to Other Areas** apprenticeships, better support and online learning for clients.
- ✓ **Ongoing Conversations** about security sparked a significant change in behavior and security culture.

# Do you feel like OutThink has successfully tackled the challenges?



Yes absolutely! This collaboration has been instrumental in achieving our goals of educating employees on information security and data protection in an engaging manner. Additionally, it has provided us with meaningful insights beyond mere compliance scores, ensuring that employees truly understand and apply the training in their daily work.

I was really impressed by when I first learned about the platform, to be honest - integrated training and phishing simulations, which we previously handled separately. OutThink allows us to delve deeper into individual cases, determining if mistakes are due to lack of engagement, compliance, or factors like email fatigue and heavy workloads. This nuanced approach means we can provide targeted refreshers rather than blanket retraining.

From a user perspective is a game changer! Learners consistently rated 4.9/5.0 stars. It's highly engaging, and users are eager to click on the links, knowing it will only take a few minutes and they'll gain new knowledge.

**'It's enlightening and really easy to use!  
OutThink makes it so much easier to be able to  
understand and mitigate people-related risk in  
cybersecurity.'**

**Joanna Audley**  
IT Director at Shaw Trust

**OutThink is a  
revolutionary  
Human Risk  
Management  
Platform  
empowering CISOs  
by targeting the  
source of 90% of  
all data breaches:  
human behavior.**

**OutThink**

“OutThink gives us a much fuller understanding and people want to engage with it.”

**Get Started**

Go beyond traditional security awareness training. If you believe in building sustainable security, it's time to OutThink.

[Request a demo](#)