

# Secure Culture Ambassadors

Champions of Security. Catalysts of Change.

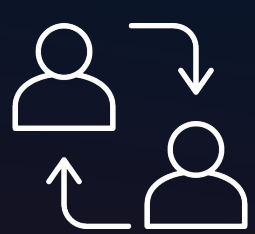
## What is a Security Ambassador?

Security Ambassadors are trusted employees who champion cybersecurity behaviors within their teams.



They lead by example, share resources, promote awareness, and serve as the human link between security teams and the broader workforce.

## Why They Matter



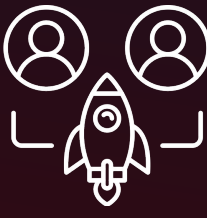
### Peer Influence Works

People learn security best from those they trust.



### Bridges the Gap

Ambassadors translate security policies into relatable, real-world actions.



### Boosts Engagement

Security training feels less like a lecture and more like a movement.



### Early Warning System

They detect risky behaviors or attitudes before they become incidents.

## What Employees Should Do

- Host quick lunch & learns
- Share security updates and tip sheets
- Encourage secure practices (like MFA, passphrases)
- Spot and report risky habits
- Partner with leadership on culture change

## How to Build Your Program

- Identify passionate employees
- Train them with up-to-date security knowledge
- Give them tools to communicate and influence
- Recognize and reward their contributions
- Create feedback loops with the security team



## Want to activate your culture of security?

Empower your people. Amplify your message. Secure your world.

**Book a custom awareness workshop with our experts**