



# Elevate Security

## Hacker's Mind

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GAMIFIED SECURITY TRAINING

— A PUBLICATION OF SENTENTIA GAMIFICATION —

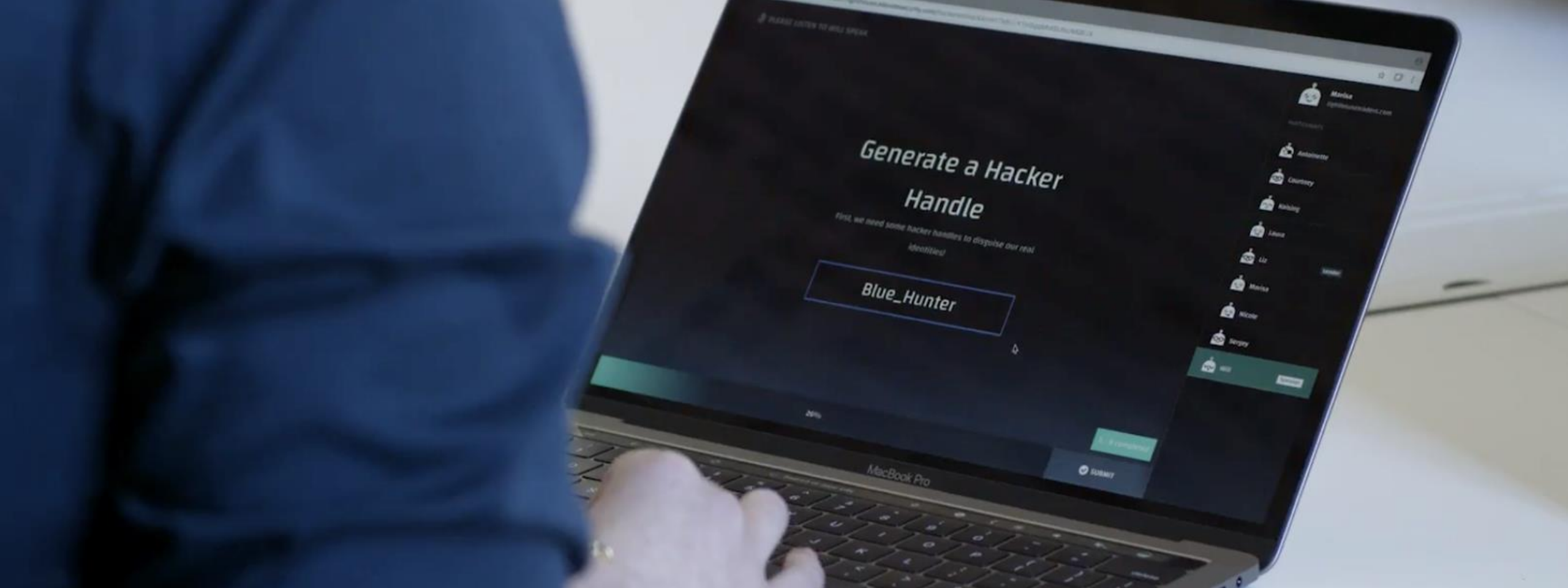
# Masha Sedova

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Meet Masha Sedova, co-Founder of Elevate Security, delivering the first people-centric security platform that leverages behavioral-science to transform employees into security super-humans.







Security awareness training is not about clicking the write answer, it is about changing behavior.

Hacker's Mind by Elevate Security gamifies the security training process resulting in employees who understand their importance in securing your organization.

# The Need

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Getting your employees to care about security is hard. Not only does security feel irrelevant to them, but they'd much rather be doing their job than going through security awareness training exercises.

## Hacktivist

- Wants to make a statement
- Gains unauthorized access to a computer system
- Has political or social goals



# Security Training

Video lectures, lengthy quizzes, and brown bag lunch trainings are what paint an image of security in your employees' minds — and it couldn't be less enticing.

Elevate Security co-founder, Masha Sedova conducted research in the field of gamification and discovered it was a great way to get employees to go from having to do security to wanting to.



# The Design Process

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Hacker's Mind was originally a board game created and deployed by Sedova to 26,000 employees while at Salesforce.

Now, Hacker's Mind is a group-based virtual experience that puts you inside the mind of a hacker, allowing participants to spot and exploit security vulnerabilities in their company, their team, and themselves, and giving them a first-hand look at why security matters to you.



## See measurable behavior change

40%

fewer user-generated  
incidents

50%

less successful  
phishing attacks

82%

more employee  
reporting

9/10

score for impact,  
relevance and fun

## Results


Enterprise customers across industries, from healthcare to software, have seen employee detection and reporting of attacks improve by 5x or more.




# Blackhats


 Antoinette

 Courtney

 Kaising

 Laura Speaker

 Liz Leader

 Marisa

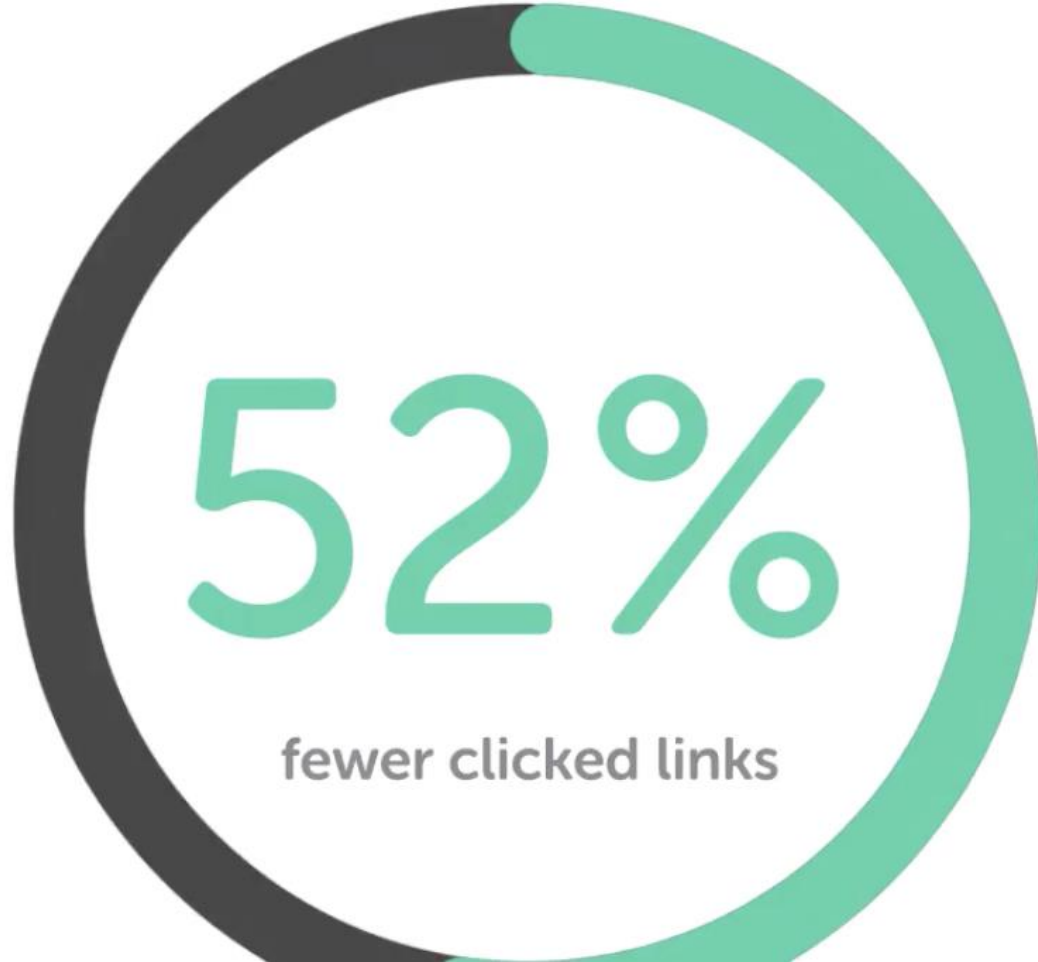
 Nicole

 Sergey

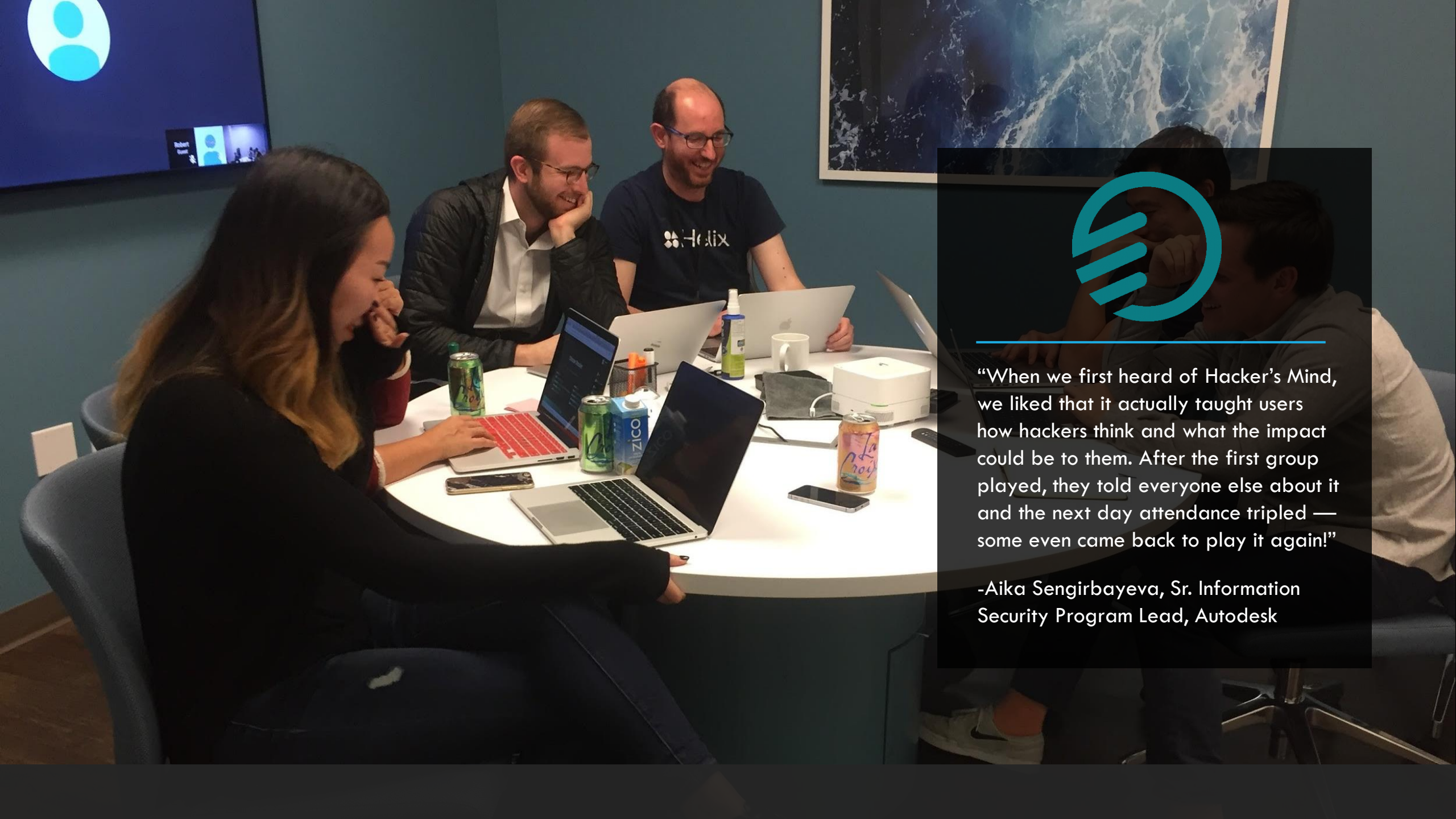
 Will

“When we launched Hacker's Mind, we got exclusively positive feedback about it, which is almost unheard of for mandatory security training. Really solid product.” Aaron Levy — Site Reliability and Security Engineer





Participants were 52% less likely to click on malicious links and 80% more likely to report suspicious links.



“When we first heard of Hacker’s Mind, we liked that it actually taught users how hackers think and what the impact could be to them. After the first group played, they told everyone else about it and the next day attendance tripled — some even came back to play it again!”

-Aika Sengirbayeva, Sr. Information Security Program Lead, Autodesk

A portrait of Masha Sedova, a woman with long blonde hair, wearing a dark blue cardigan over a teal top and a dark necklace. She is looking directly at the camera with a slight smile. The background is a blurred brick wall.

Masha Sedova  
Co-founder, Elevate Security

[Click to watch video](#)



0:02 / 1:47







Elevate Security is focused on the human element - measuring, influencing, and reducing human risk.

Using data companies already have, Elevate Security scores employee risk based on their security actions, showing actionable trends while delivering personalized communications that nudge employees to improve security habits unique to them.

With offices in Berkeley, CA, and Montreal, Elevate is backed by Defy Partners, Costanoa Ventures, and is currently hiring.

To learn more, visit

<https://elevatesecurity.com>

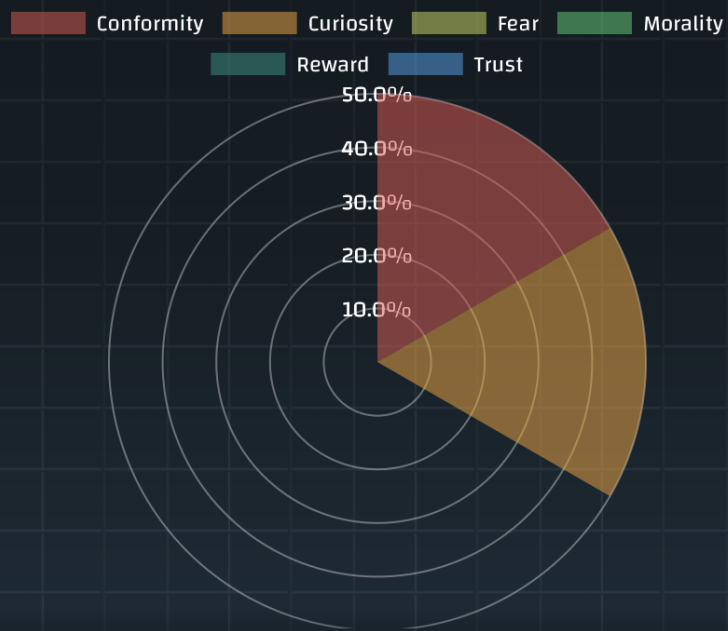
MITCH (MITCHELL)  
it's your turn to speak

# Results

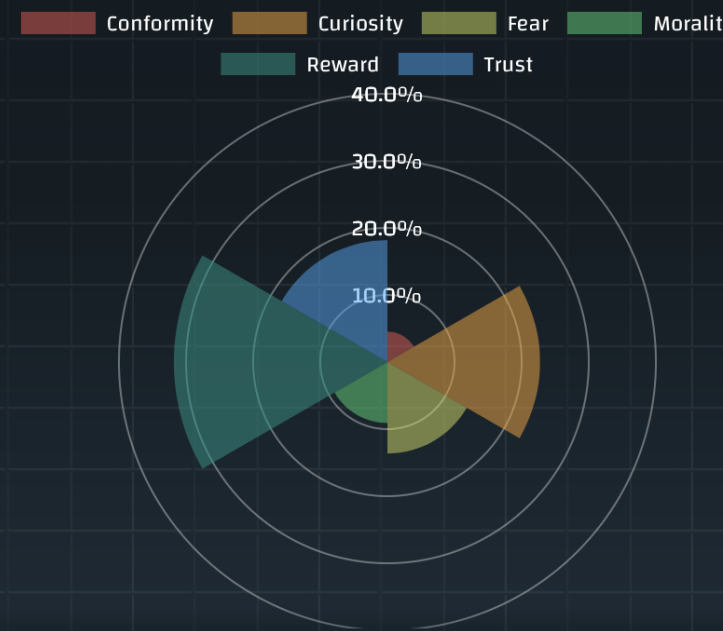


In your company, these are the personality traits most likely to be exploited by hackers.

## Your Session



## Your Company



← BACK

55%

Level Up your corporate learning and development programs, employee onboarding, training, or adult classroom with gamification – a cutting-edge strategy to motivate and engage employees, customers, and students.



Hosted by Monica Cornetti,  
CEO of Sententia Gamification  
and Gamemaster of GamiCon.

Monica's guests include L&D  
Professionals, Adult Educators,  
and Platform Providers who give  
you tips, tools, and techniques to  
for your training, talent  
development leadership, and  
employee engagement toolbox.

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