

Case Study

National-Level Cyber
Emissaries Program

Cultivating a Human Firewall for
a National Data & AI Authority



The Challenge

A leading National Data & AI Authority, responsible for managing sensitive data and critical infrastructure for key national sectors, faced a significant challenge: **elevating cybersecurity awareness across its vast and diverse workforce.**

The human element was identified as a critical risk factor. Without a robust and engaging security culture, the organization's sensitive assets and vital operations were potentially vulnerable to human error and sophisticated social engineering attacks.

Key Challenges Included:

- Scaling awareness initiatives across a large, national-level organization.
- Making complex cybersecurity concepts relatable to a non-technical audience.
- Effectively changing employee behavior to build a proactive security posture.

The ZINAD Approach

ZINAD was engaged to design and deliver a tailored, comprehensive cybersecurity awareness program with the goal of transforming employees into vigilant **"Cyber Emissaries."**

Our collaborative approach was built on a foundation of continuous engagement and interactive learning:

- Tailored Training Modules: **Developed customized content** relevant to the organization's specific data, AI systems, and operational threats.
- Interactive Workshops: Facilitated hands-on sessions to reinforce key concepts and promote practical application of security best practices.
- Gamified Learning Solutions: Implemented engaging, game-based platforms to drive competition and increase participation rates across all departments.

The success of this initial two-year partnership has led to an ongoing engagement to further deepen the security culture.

The Result

The program delivered a measurable and widely recognized enhancement to the organization's security posture. The initiative successfully fostered a culture where cybersecurity is understood as a shared responsibility.

A senior GRC Director within the organization remarked:

"Implementing ZINAD's cybersecurity awareness program has significantly enhanced our organization's security posture. Their comprehensive approach and cybersecurity awareness solution have made a noticeable difference in our employees' awareness and practices."