

## Improving the Effectiveness of Cybersecurity Training

Employees are a primary target for cybercriminals, yet many training programs fail to change behavior. With approximately 68% of breaches involving a human element, effectiveness matters.

### Why Traditional Training Falls Short

A key challenge is retention. Research on the “forgetting curve” shows that people forget most new information within days if it is not reinforced. This is compounded by common training shortcomings:

- **Passive delivery**—Long videos or dense materials encourage minimal engagement, leading employees to rush through content without absorbing it.
- **One-size-fits-all content**—Generic training lacks relevance to specific roles, making it harder for employees to apply lessons to daily tasks.
- **Compliance-driven focus**—Programs often prioritize completion over comprehension, limiting their impact on real behavior.

### The Risks of Ineffective Training

When training is ineffective, human error remains a significant vulnerability. Employees may fall victim to phishing, credential theft or social engineering attacks—some of the most common entry points for cyber incidents. Even a single mistake, such as clicking a malicious link, can result in data breaches, operational disruption, reputational harm and regulatory exposure. Ultimately, ineffective training increases both the likelihood and severity of cyber events.

### Strategies to Improve Training Effectiveness

Organizations can strengthen their programs by focusing on engagement, relevance and reinforcement:

- **Adopt continuous, bite-sized learning.** Short, targeted training sessions delivered regularly

(microlearning) improve retention and reduce cognitive overload.

- **Tailor training by role.** Content aligned with employees’ responsibilities and real-world scenarios makes learning more practical and meaningful.
- **Use interactive methods.** Gamification, simulations and hands-on exercises encourage active participation and reinforce key behaviors.

### Reinforce a Culture of Security

Training is most effective when supported by a strong organizational culture. Leaders should emphasize cybersecurity as a shared responsibility, model best practices and integrate security into daily operations. Designating “security champions” can also help reinforce awareness across teams.

Equally important is creating a safe reporting environment. Employees should be encouraged to report suspicious activity without fear of punishment, as delayed reporting can increase the impact and cost of incidents.

### Measure and Adapt

Cyber risks are constantly evolving, so organizations should regularly evaluate training effectiveness. Metrics such as phishing test results, incident response times and employee feedback can help identify gaps and guide improvements. Cybersecurity training is not a one-time exercise. Ongoing, practical and engaging programs can help reduce human error and strengthen an organization’s overall security posture.

### Your Risk Transfer Resource

Contact the insurance professionals at Fairview Insurance Agency for more information about developing loss control programs tailored to your unique needs and purchasing appropriate coverage.

# Pollution Prevention and Spill Control Strategies

Environmental incidents can quickly lead to costly cleanup, operational disruption and regulatory scrutiny. Even small spills can create safety hazards and reputational damage, making prevention a critical part of risk management.

## Why Prevention Matters

Spills can harm employees, damage property and interrupt operations. While response planning is important, preventing pollution at the source is typically more cost-effective. Organizations can reduce risk by limiting hazardous materials, substituting safer alternatives, and minimizing waste through recycling or reuse.

## Understand Your Spill Risks

Effective prevention starts with understanding site-specific risks. Inventory hazardous materials, identify high-risk areas (e.g., loading docks, storage and mixing zones) and assess where runoff could spread, including potential pathways to drains, soil or nearby waterways. Safety Data Sheets can help clarify hazards and potential impacts.

## Reduce Risk at the Source

Minimizing hazardous materials on-site reduces both the likelihood and severity of spills, along with storage, handling and disposal risks. Additional controls—such as equipment upgrades, improved dispensing and coordinated deliveries—further reduce spill opportunities.

## Strengthen Everyday Prevention Practices

Consistent day-to-day practices play a major role in reducing spill risk:

- **Proper container management**—Store materials in suitable, clearly labeled containers and inspect them regularly for signs of wear or leaks.
- **Good housekeeping**—Maintain clean, organized work areas to detect spills early and prevent liquids from spreading.

- **Defined staff roles**—Establish clear responsibilities for spill response, reporting and cleanup to improve response time and coordination.

## Use Built-in Containment Controls

Physical safeguards can help prevent spills from spreading and causing environmental damage. Secondary containment measures, such as berms, spill pallets, impermeable flooring and drainage controls, can limit the movement of hazardous liquids. Outdoor storage areas should be protected from rain, and materials should be stored away from drains and high-traffic areas.

## Plan for Effective Spill Response

Even with strong prevention measures, incidents can still occur. A clear response plan helps minimize impact. A simple framework includes:

- **Contain.** Stop the source and limit spread.
- **Control.** Secure the area and protect employees.
- **Clean up.** Use proper equipment and personal protective equipment (PPE) to remove contaminants safely.
- **Communicate.** Report incidents and document findings to improve future response.

Spill kits, PPE and response equipment should be readily available near high-risk areas.

## Reinforce Training and Continuous Improvement

Employees must understand how to prevent and respond to spills. Regular training, drills and clear labeling practices can improve readiness. Organizations should also track incidents and near misses to identify trends and strengthen prevention strategies over time.

Accurate information and preparation are essential to effective spill prevention and control. For more risk management guidance, contact us today.

Effective spill prevention starts with understanding where materials are stored, how they are handled and where releases could travel—insights that help organizations reduce risk, improve response and protect both operations and the environment.