

How to Measure the Success of Security Awareness Training

and talk about it with your clients

Instead of saying:

"Your phishing click rate decreased by 4%."

Try this: "Your employees are becoming significantly less likely to fall for phishing attacks."

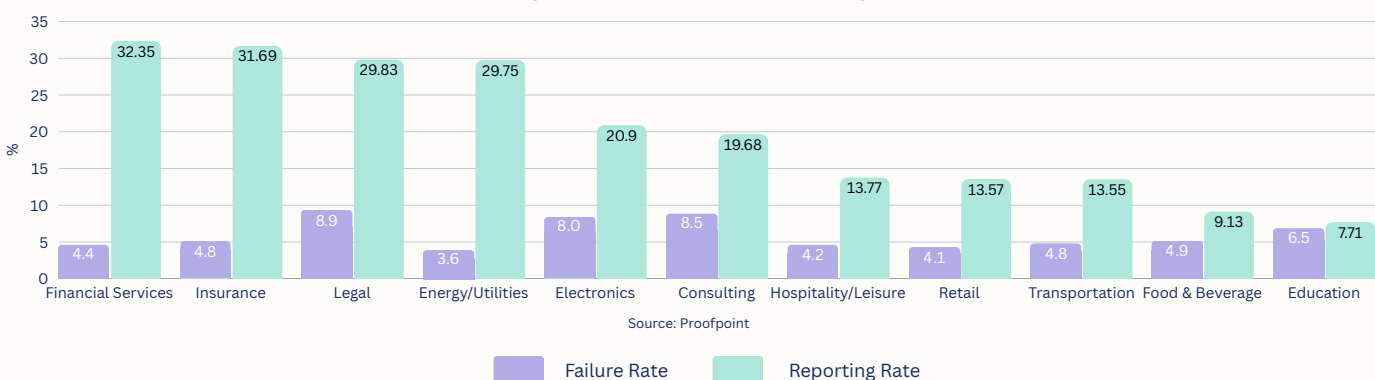


Phishing Click Rate

This is still **one of the strongest indicators** of organizational risk. If phishing click rates decrease, risk decreases. If click rates rise, it signals a need for additional support or targeted coaching.

Many organizations average between **5% and 10% click rates** depending on industry and company size. The closer to zero, the better.

Industry Benchmarks
Phishing Simulation Failure Rate vs Reporting Rate



Reporting Rate

Reporting rate measures how many employees actively identify and report suspicious emails.

A growing reporting rate usually means employees are becoming more confident and engaged. **This is important because early reporting helps stop attacks before they spread.**

Note: A decreased reporting rate could also mean users are getting better at differentiating legitimate emails from scams.

Instead of saying:

"Reporting rates increased by 12%."

Try this: "Your team is getting better at identifying threats, helping prevent larger security issues."



Training Completion Rate

Training completion demonstrates participation and supports compliance requirements.

Users who repeatedly avoid training often become the highest-risk group inside the organization. This metric also matters for:

- Cyber insurance requirements
- Regulatory audits
- Internal policy compliance

Instead of saying:

"Training completion reached 98%."

Try this: "Your organization is meeting the training standards required for compliance and insurance readiness."



High-Risk Users

Every organization has **users who require additional attention**. These might include:

- Frequent phishing clickers
- Employees with privileged access
- Users who repeatedly miss training
- Employees handling sensitive financial data

Identifying high-risk users early and determining ways to encourage participation helps reduce overall organizational exposure.

Instead of saying: "Three users remain high risk."

Try this: "We identified a small group that needs additional support to reduce potential security risks. We recommend implementing the following steps to improve engagement..."



Time to Complete Training

Employees are far more likely to engage with training when it is:

- **Short**
- **Relevant**
- **Easy to complete**
- **Practical**

Tracking how quickly users complete training indicates whether your training is engaging, relevant, and easy to consume. Faster completion often means users are staying current on emerging threats rather than falling behind.

Instead of saying:

"Training completion reached 98%."

Try this: "The time spent completing training is significantly lower than the time and cost required to recover from a breach. And the time it was completed is within the timeframe needed for your insurance."



PHIN

Learn more at
phinsecurity.com

Check out "How to Prove ROI of SAT to Your Clients" →