

INFORMATION SECURITY TRAINING

Do Your Staff Know the Importance of Protecting Company Information?

Smiths News plc is the UK's leading distributor of newspapers and magazines. It was created in September 2006 by demerger from the well-known WHSmith Group and its high street retail stores.

Smiths News delivers over six million newspapers and magazines to 22,000 customers each day via its 46 distribution centres across the United Kingdom. It employs over 4,300 people and has sales of over £1 billion.

In recent years, Smiths News has expanded its portfolio of services to provide IT services to other companies in the industry.

The Requirement

In providing IT services, Smiths News is responsible for the protection of clients' information. This information could, if it fell into the wrong hands, be very beneficial to competitors. As well as this, Smiths News has had to put in place measures to ensure that clients' commercial information is never disclosed within its own organisation.

Smiths News is not only legally contracted to protect client information but are also trusted by their clients. To enable this service to grow and expand into the future, Smiths News must continue to demonstrate that they are a trustworthy and reliable service provider. With this in mind, it is imperative that all Smiths News employees understand the legal responsibilities and their own personal obligations on protecting client information held within Smiths News.

As well as protecting clients' information, employees need to be made aware of the importance of protecting information in general. Using best practice to lock drawers and PC's when unattended for any length of time, not divulging passwords or leaving information on printers for anyone to read and to shred documents once they are finished with.



The Challenge

Headline were invited to Smiths News' headquarters in Swindon to evaluate the training requirement and to recommend the best approach to training.

Headline have a proven record in training a variety of different subject matters and using various different delivery methods and techniques.

The biggest challenge was to take what can be a very dry subject and make it interesting as well as informative.

"A security training course could potentially be a great cure for insomnia. However, Headline were able to introduce their range of ideas into the training which made the course enjoyable and effective to the whole audience. With little of my own time to spare, their support in developing the content was important to meeting the dates that were set."

Tim Ripley, Smiths News

The Solution

We recommended that the training be structured into half day workshops consisting of a PowerPoint presentation to deliver the key messages and Role-play.

The Role-play enables delegates to act out scenarios such as inappropriate requests for information and how to act and respond to such a request with confidence and professionally, even when the request could be made by someone senior.

By using role-play, delegates are able to share their experiences in an open and friendly environment and can put into practice the techniques and skills learnt during the course.

The Result

The training is interesting and fun providing staff with the knowledge and skills and confidence to do their job well.

CASE STUDY 13

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