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EMAIL · 30 MIN · ESSENTIAL · UPDATED NOVEMBER 2026

A 30-minute phishing briefing that works

Skip the generic compliance video. Use real examples, one rule and a no-blame reporting route.

The short version

- ✓ Teach patterns, not a checklist of clues.
- ✓ Show real examples from your own inbox.
- ✓ Make reporting one click and acknowledge it quickly.
- ✓ Run it annually and after every near miss.

The 30-minute agenda

01 **5 min, why it matters.** One local example: an invoice fraud, a fake IT call, a mailbox takeover. Keep it concrete, not apocalyptic.

02 **10 min, the patterns.** Urgency, authority, secrecy, an unusual process, a change of bank details. Show three real emails and ask what feels off.

03 **5 min, the rules.** Verify payment changes by phone; never share a code; hang up and call IT back; report, don't delete.

04 **5 min, practise.** A short quiz or a “spot the phish” exercise. Let people get it wrong safely.

05 **5 min, the route.** Show exactly where the report button is and what happens next.

Use real material

Pull examples from your own quarantine or from reported emails. Remove personal details, keep the structure. Staff recognise the real thing far better than a

stock image of a padlock.

Include the boring ones: a supplier asking to update details, a shared document notification, a voicemail link, a QR code on a parking meter.

Build the reporting habit

A report button in the email client is ideal. If you don't have one, a dedicated mailbox works. Acknowledge every report, even the false alarms, and tell people what happened. If reporting feels like making a fuss, people will delete and hope.

> **SIMULATIONS, CAREFULLY**
>
> If you run fake phishing tests, don't shame people who click. Use the results to improve training and filters, and never make a test indistinguishable from a real payment request.

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Action checklist

- [ ] Session booked for all staff
- [ ] Three real examples prepared
- [ ] Payment callback rule covered
- [ ] Report route demonstrated
- [ ] Short quiz included
- [ ] Annual repeat scheduled

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