

Lilly Shield

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Eli Lilly and Company



Nominee Showcase Presentation

Company Overview

Lilly

- Global biopharmaceutical company headquartered in Indianapolis; founded in 1876
- Our purpose: *Lilly unites caring with discovery to create medicines that make life better for people around the world.*
- \$28.3B annual revenue (2021)
- 36,000+ employees worldwide; more than 50% are based outside the United States
 - Clinical research conducted in more than 55 countries
 - Research and development facilities located in 7 countries
 - Manufacturing plants located in 7 countries
 - Products marketed in 120 countries

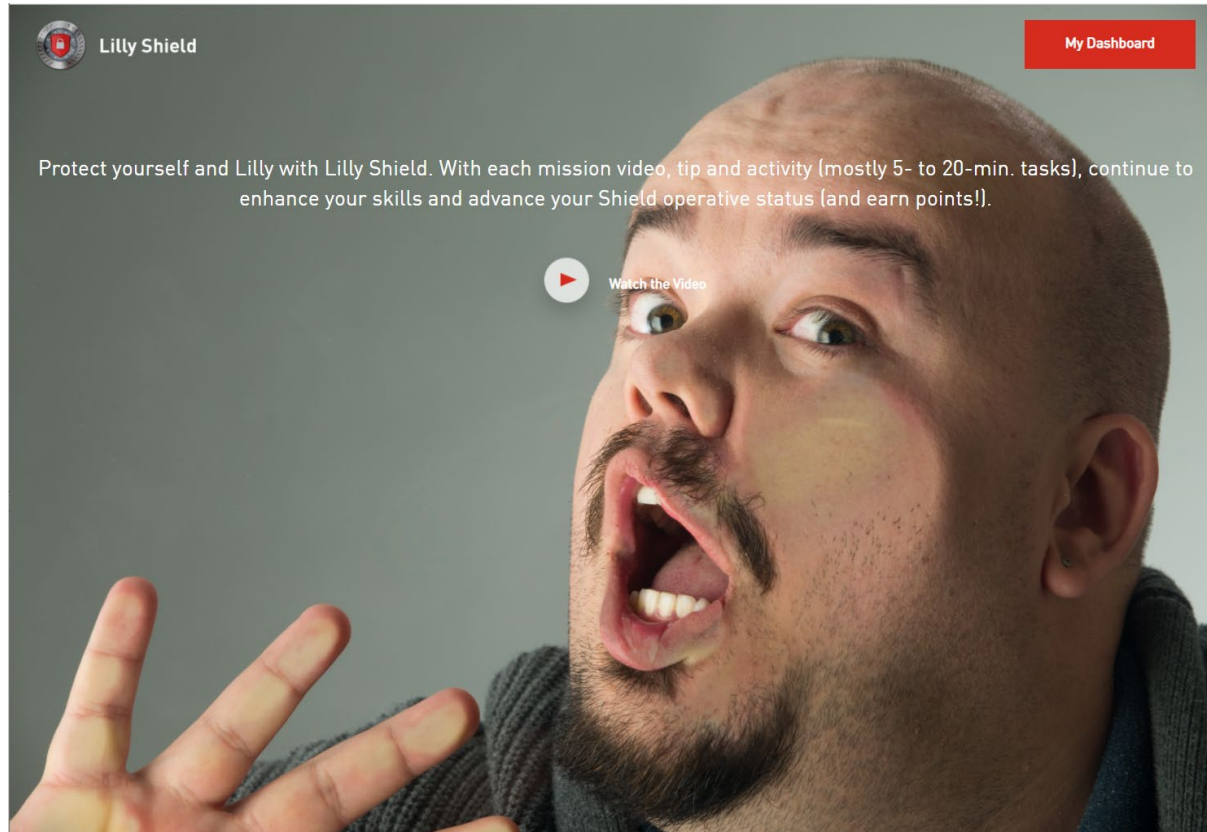


Presentation Overview

- WHAT & WHY
High-level walkthrough of Lilly Shield, a custom-built, gamified online training program
- LESSONS LEARNED / BEST PRACTICES



Lilly Shield Program Portal



Opt-in program where “operatives” (participants):

- Complete “missions” (learning activities) to enhance their information-security skills to better protect themselves and Lilly
- Advance at their own pace through three levels: Bronze, Silver, Gold
- Get recognized for completing levels (via existing corporatewide recognition program, employees earn “Inspire points,” redeemable for merchandise and gift cards)



Lilly Shield Portal: Dashboard



New User

TOTAL POINTS

0

1985 Points Possible

Welcome, Maryanne.

As a participant, you're earning the title of Shield "operative." The Lilly Shield program consists of a series of missions where you will enhance your information-security skills to better protect yourself and Lilly. You can complete as many missions as you want and at your own pace. You will earn points for each mission you complete and progress through three levels – Bronze, Silver and Gold. After you complete each level, if you are a Lilly employee, you will be recognized with Inspire points for learning safer behaviors as a Shield operative. (Contractors aren't eligible for Inspire points.) What you will learn through the Lilly Shield missions will arm you with tips and tools to better protect Lilly and yourself.

[Instructions for completing missions and levels](#)

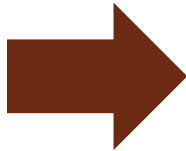
Bronze
325 Points Possible

Required Optional

0 / 250 POINTS

Silver
540 Points Possible

Gold
1120 Points Possible



Bronze
325 Points Possible

Required Optional

0 / 250 POINTS

REQUIRED

| | | | |
|--|---|-----------|--------------------------|
| | Spot social engineering scams Learn what social engineering is and why it works, common social engineering methods and tactics, and ways to recognize and avoid social engineering scams. Also, test your knowledge by completing several challenges in the module. > Watch video (15 minutes; available in multiple translations via "LANGUAGE" button at top of video website) | 50 POINTS | Complete |
| | Review the Information color classifications for your business area Do you know what is classified as Red, Orange, or Yellow Information for your business area? > Visit the "Determine the Color" page on the Protect Lilly site. (5-10 minutes) | 20 POINTS | Complete |
| | Subscribe to Protect Lilly news feed By subscribing to the Protect Lilly news feed , you can keep up with information-security topics. | 10 POINTS | Complete |

OPTIONAL

| | | | |
|--|--|-----------|--------------------------|
| | Try spotting the phishes! Play the "Anti-Phishing Phil(TM)" game on your computer! You'll learn how to spot fraudulent URLs, which can lessen your risk of falling for a phishing attack. (10-15 minutes; game doesn't work on mobile devices; available in English only) | 50 POINTS | Complete |
|--|--|-----------|--------------------------|

The portal works best on computers, but most missions can be accessed on iPads.



How to Complete MISSIONS

Use the “My Dashboard” page to complete missions, get points, and progress through levels.

1 Open an available level: Click  in level bar

2 Start a mission: Click on hyperlink in the mission's summary

3 View/interact with the mission content

4 Get credit: Click the blue Complete button for that mission; the date and a checkmark labeled COMPLETE will display, and your points will accumulate

5 Complete additional missions at your own pace!







Note:

Some missions are available in multiple translations via CC (closed captions) or embedded language links. Questions? View [Lilly Shield FAQ page](#) or contact protectlilly@lilly.com

Bronze
325 Points Possible

Required Optional 0 / 250 POINTS

REQUIRED

| | | | |
|---|---|-----------|---|
|  | Spot social engineering scams Learn what social engineering is and why it works, common social engineering methods and tactics, and ways to recognize and avoid social engineering scams. Also, test your knowledge by completing several challenges in the module. Launch interactive training (15 minutes; available in multiple translations via "LANGUAGE" button at top of training website) | 50 POINTS |  |
|  | Review the Information color classifications for your business area Do you know what is classified as Red, Orange, or Yellow Information for your business area? Visit the "Determine the Color" page on the Protect Lilly site. (5-10 minutes) | 20 POINTS |  |
|  | Subscribe to Protect Lilly news feed By subscribing to the Protect Lilly news feed , you can keep up with information-security topics. | 10 POINTS |  |

Social Engineering
Recognizing and Avoiding Scams

Social Engineering

Start



How to Complete LEVELS

For each mission you complete, you will earn points. To progress from one level to the next (Bronze, Silver, Gold), you must earn the needed points per level: complete all REQUIRED missions plus enough OPTIONAL missions of your choice. The tracker will show your progress.

Points needed to complete a level:

Bronze: 250 points

Silver: 500 points in Silver level

Gold: 1000 points in Gold level

More points than needed to complete a level are available so that you can choose Optional missions that interest you.

Note: You can go back to previous levels to complete additional Optional missions.

The screenshot shows the mission tracker for the Bronze level, which requires 250 points. The interface is divided into two sections: REQUIRED and OPTIONAL. A red arrow points to the 'Optional' tab in the top navigation bar. The 'REQUIRED' section contains three missions:

| Mission | Points | Action |
|---|-----------|----------|
| Spot social engineering scams Learn what social engineering is and why it works, common social engineering methods and tactics, and ways to recognize and avoid social engineering scams. Also, test your knowledge by completing several challenges in the module. • Watch video (15 minutes, available in multiple translations via "LANGUAGE" button at top of video website) | 50 POINTS | Complete |
| Review the Information color classifications for your business area Do you know what is classified as Red, Orange, or Yellow Information for your business area? • Visit the "Determine the Color" page on the Protect Lilly site. (5-10 minutes) | 20 POINTS | Complete |
| Subscribe to Protect Lilly news feed By subscribing to the Protect Lilly news feed, you can keep up with information-security topics. | 10 POINTS | Complete |

The 'OPTIONAL' section contains one mission:

| Mission | Points | Action |
|---|-----------|----------|
| Try spotting the phishes! Play the "Anti-Phishing PhilTM" game on your computer! You'll learn how to spot fraudulent URLs, which can lessen your risk of falling for a phishing attack. (10-15 minutes, game doesn't work on mobile devices, available in English only) | 50 POINTS | Complete |



Lessons Learned/Best Practices

- Include a mix of work-specific & personal-security missions; building awareness of personal security helps to drive more secure work behaviors
- Make opt-in training fun!
People like the game aspects of modules, points, levels & recognition
- When possible, include missions that have translations; especially important for Required missions
- Configure the platform to:
 - Allow addition of new missions & levels
 - Retire outdated content without losing the associated points earned
 - Track participants' progress, and provide reports to administrators
- Cross-promote to drive participation:
 - Boilerplate language in IS communications
 - Cybersecurity Awareness Month
 - IS webinars included as missions
 - Learning moments for educational-phishing campaigns

