



The 12-Month Cyber-Aware Culture Calendar

One theme. One activity. One reinforcement touchpoint. Every month of the year.

Adapted from The People Solution: From Weakest Link to Strongest Defense · Dr. Jerrod Pickering · 2025

HOW TO USE THIS

One theme per month. At minimum, run one visible activity and one reinforcement touchpoint. Consistency beats intensity.

THE GOAL

Move from annual compliance checkbox to a living security culture that improves measurably each quarter.

THE OUTCOME

By December you will have a baseline, behavioral metrics, and a Year 2 plan ready to run without outside help.

JANUARY

Cyber New Year Kickoff

Core Activity: Leadership message + baseline phishing test. Launch poster and email campaign.

Reinforcement: Set the tone from the top — leadership visibility is the single strongest predictor of program success.

MARCH

Passwords & MFA Mastery

Core Activity: 10-minute microlearning or live workshop. Verify all critical accounts have MFA enforced.

Reinforcement: "MFA Heroes" recognition — publicly celebrate teams with 100% MFA adoption.

MAY

Mobile Security & Smishing

Core Activity: Text message simulation targeting staff. IT sends "Do's & Don'ts" mobile hygiene infographic.

Reinforcement: Reminder: personal devices are attack surfaces. Home and work are not separate anymore.

JULY

Social Engineering

Core Activity: Role-play exercise on the 6 persuasion levers: Authority, Urgency, Reciprocity, Social Proof, Consistency, Emotion.

Reinforcement: Share a success story of a real detection — make vigilance visible and celebrated.

SEPTEMBER

Incident Response

Core Activity: Fire drill-style reporting test. Team leaderboard tracking time-to-report by department.

Reinforcement: Every second between detection and reporting matters. Make speed a cultural value.

NOVEMBER

Vendor & Third-Party Risk

Core Activity: Case study discussion + vendor verification microlearning. Policy refresher on approved vendors.

Reinforcement: Over 60% of breaches involve a vendor. "Trust but verify" applies to every external request.

FEBRUARY

AI Phishing & Emerging Threats

Core Activity: Simulated AI phishing campaign + short quiz. Introduce the "Pause, Verify, Escalate" reflex.

Reinforcement: Run a reporting contest — recognize the first 10 employees who correctly report the simulation.

APRIL

Deepfake Awareness

Core Activity: Show real vs. fake video comparison. "Spot the Fake" challenge across the organization.

Reinforcement: Discuss red flags — what subtle cues give AI-generated media away? Make it interactive.

JUNE

Ransomware Readiness

Core Activity: 60-90 minute tabletop drill — "It's 9am Monday. Shared drives are inaccessible."

Reinforcement: Teach the phrase every employee should know: "If in doubt, pull the plug out."

AUGUST

Data Handling & Privacy

Core Activity: Quiz + document hygiene check. Clean-desk audit with desk reminders posted in workspace.

Reinforcement: Review data classification policy. Who can access what — and does that still make sense?

OCTOBER

Cybersecurity Awareness Month

Core Activity: Themed learning fair, trivia event, or "Cyber Jeopardy" lunch-and-learn. CEO thank-you message.

Reinforcement: Share mid-year metrics with the whole organization — progress builds participation.

DECEMBER

Year in Review

Core Activity: Reassess metrics. Run the Cyber Culture pulse survey. Publish progress and your Year 2 plan.

Reinforcement: Celebrate wins publicly. Culture change takes repetition — Year 2 is where it compounds.

TRACK THESE METRICS

Phishing Resilience Rate (PRR) Time-to-Report (TTR) Cultural Health Index

QUARTERLY MINIMUMS

One simulation One leadership message One metrics review

WANT GUIDED HELP?

Visit thepeoplesolution.com to explore Dr. Pickering's guided and advisory programs.

Dr. Jerrod Pickering · The People Solution

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