Cyber Guru Channel

INDUCTIVE TRAINING TO TRANSFORM HUMAN BEHAVIOURS

Cyber Guru Channel is the inductive training programme delivered in a TV-like format by our platform, essential for instilling in the learner the ability to learn through a process of self-identification in realistic situations where cyber threats become tangible.

This process highlights how a single careless action with digital technologies can pose a significant risk, not just to oneself but also to the entire organisation.

When immersed in scenarios depicting real attacks, and aided by compelling storytelling, the user overcomes a typical and dangerous assumption: 'It can't happen to me.' It's a learning process based on the vicarious experience of the story's main character.

Watch the trailer

*"From now on, we're going to tell you about a world where you're not at the top of the food chain, but rather you're the prey [...].
You will see things that you shouldn't ignore [...].*

*You will discover that information is money and, as such, the object of the attention of increasingly dangerous crime [...].
You will learn how deep the internet is, and how little we know about it. [...]*

We'll show you a world beyond the screen, in which wars are being fought, in which computer viruses are weapons of mass destruction, and we will open a window onto the future to see how your home refrigerator could become your worst enemy."

Real cases for raising awareness

Cyber Guru Channel consists of a series of videos focused on the main cyber threats.
The aim of each video, produced using advanced production techniques typical of TV series and with especially engaging storytelling, is to increase users' awareness when interacting with technologies and digital devices.

Narrating everyday stories allows for a unique experience and the acquisition of universal notions that can be applied to personal behaviours. Immersing an individual in a real situation remains the most effective method for developing an appropriate perception of danger.

Transforming inductive experience into effective training

The inductive learning programme thus created makes the training particularly effective and engaging. Each annual series consists of an original set that distinguishes itself from the others in format and the types of attacks described.

The training programme of Cyber Guru Channel includes:

- 12 episodes of maximum 10 minutes for each series
- Different video formats and storytelling for each series
- In-depth material for each episode
- Student Caring
- Advanced reporting on achieved results and engagement level

Features of Cyber Guru Channel

EFFECTIVE INDUCTIVE LEARNING

- Continuous training
- Short narrative episodes
- Self-identification
- In-depth materials

ENGAGEMENT OF THE LEARNER

- Advanced video productions
- High narrative pace
- Realistic situations
- Netflix-like approach

ENGAGEMENT OF THE LEARNER

- SaaS platform
- Turnkey service
- Pre-constituted series
- Automatic student caring
- Comprehensive reporting