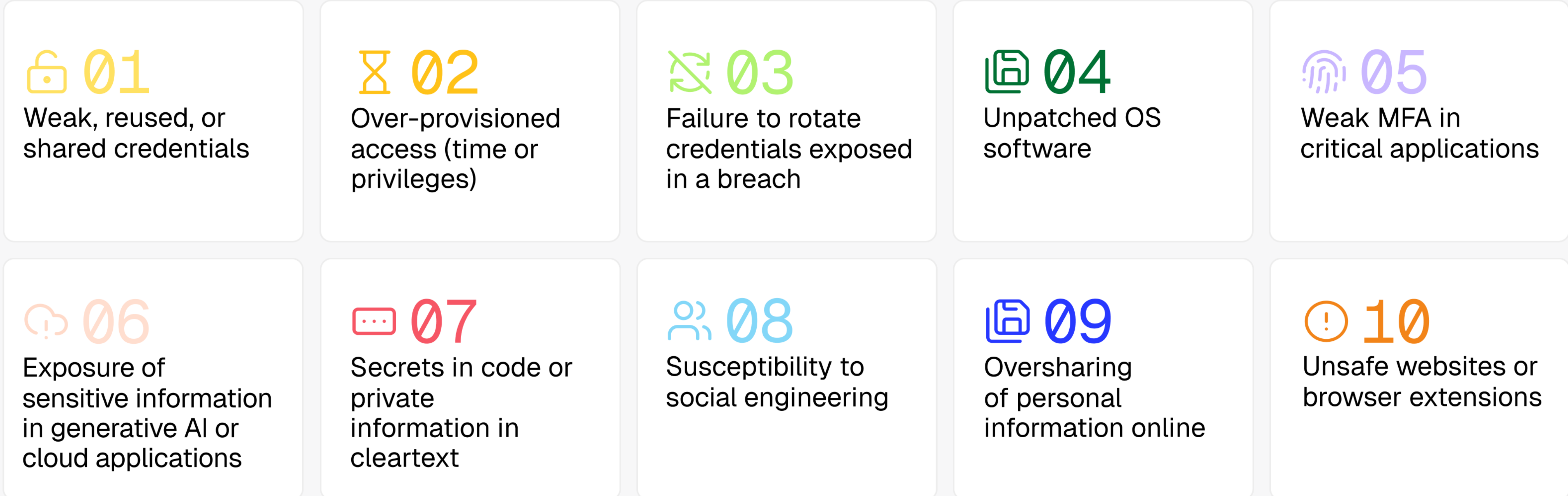


The art (and science) of behavior change in human risk

A look at how modern organizations understand and measure security behavior.

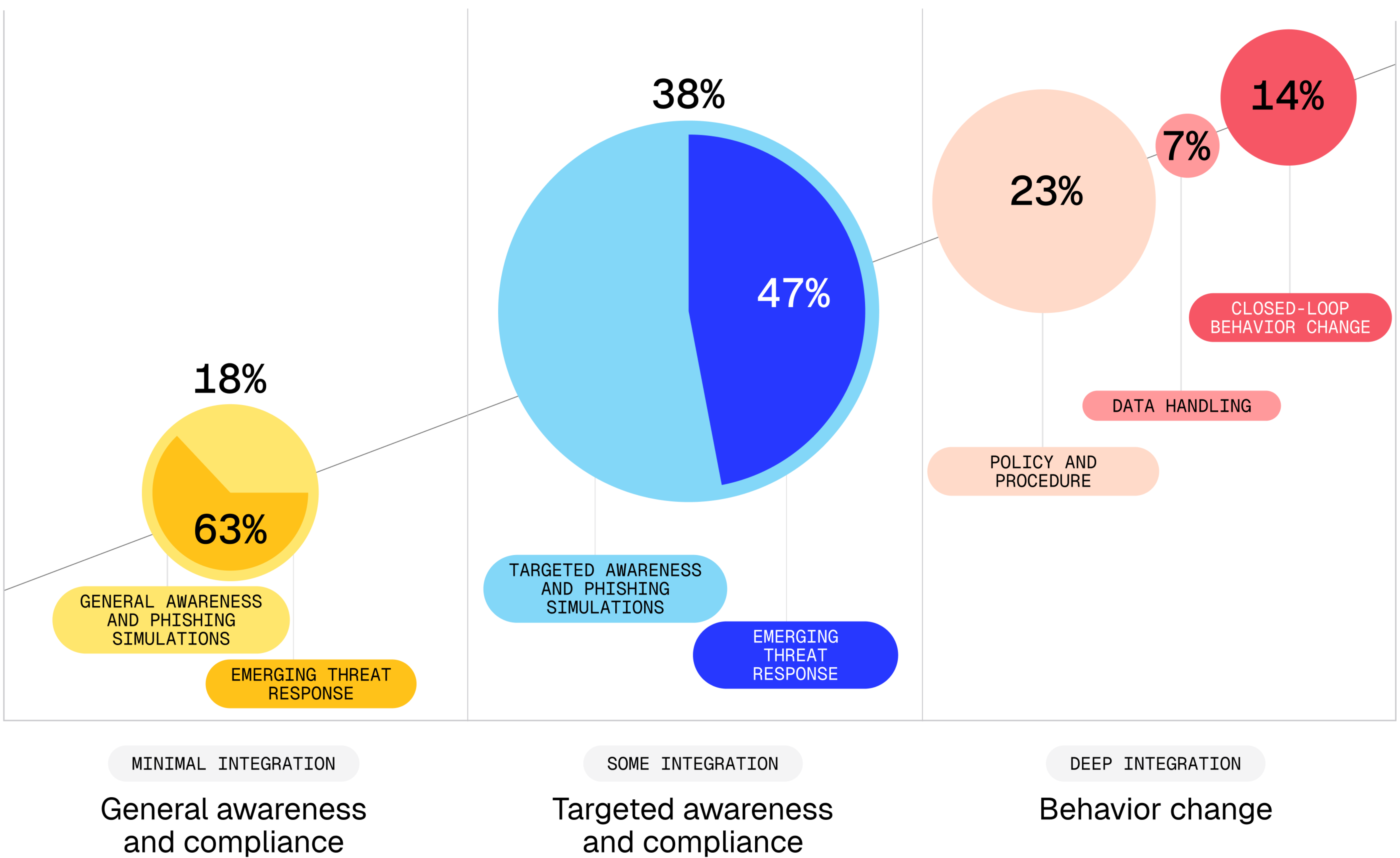
Based on anonymized campaign data observed in the Fable platform through October 31, 2025.

Ten most common human risks observed in Fable



Human risk campaigns by maturity level

Fable customers run campaigns at all stages of maturity, from general awareness to targeted behavior change. Emerging threat response is a common thread across campaigns.



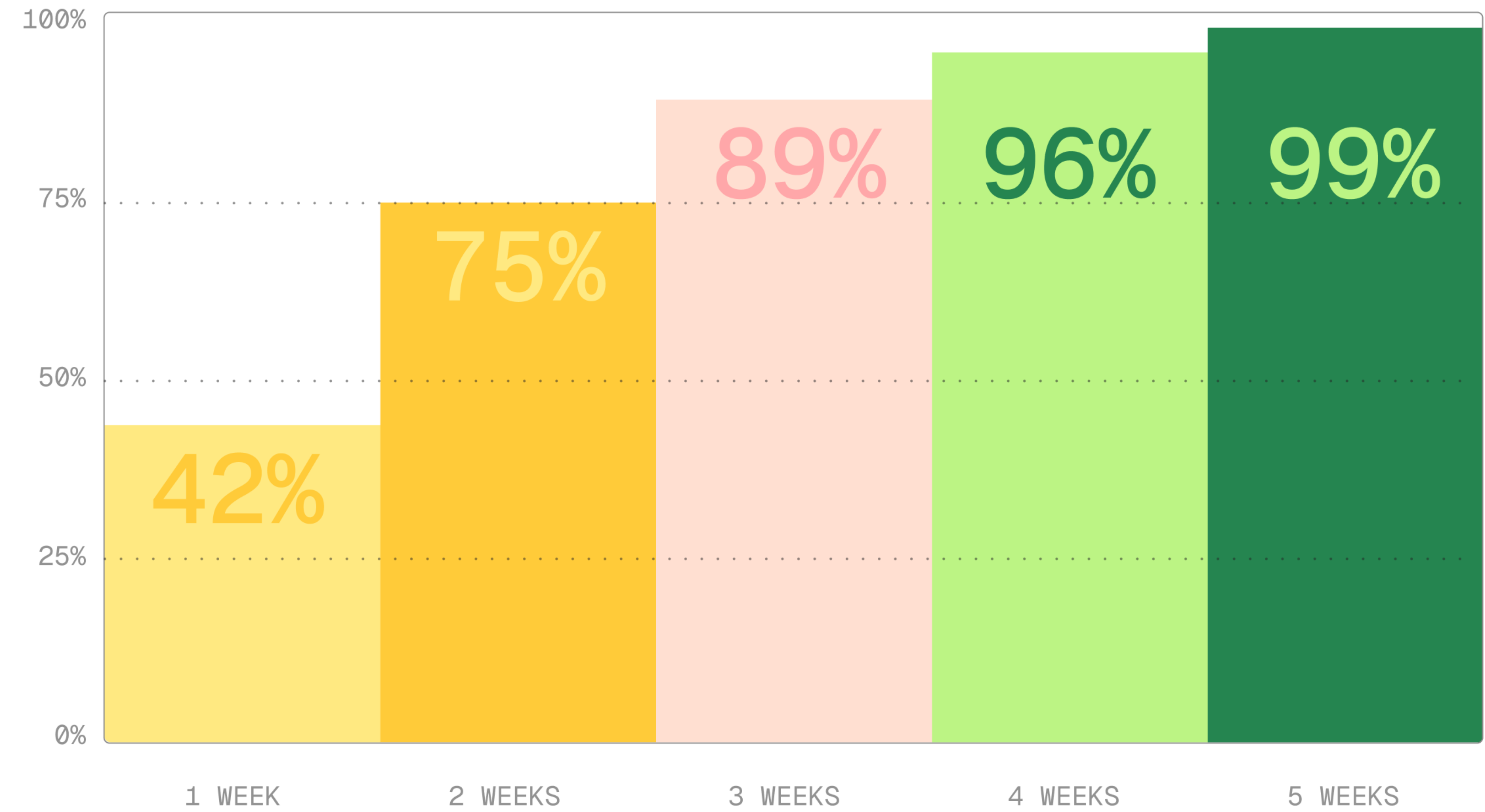
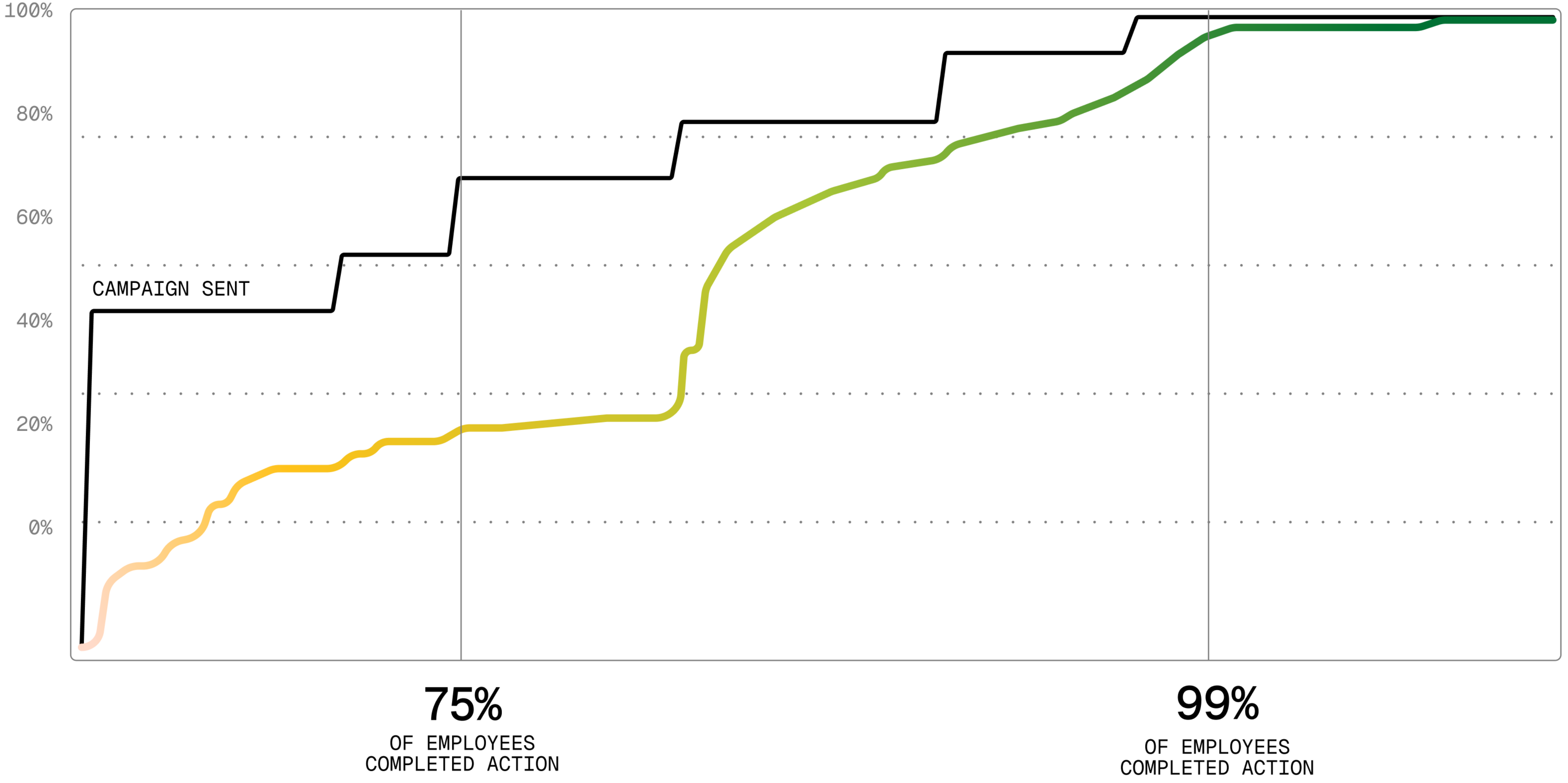
Targeting gets results

In these two nearly-identical briefing campaigns, the targeted one delivered a 33% lift in engagement.



Behavior change

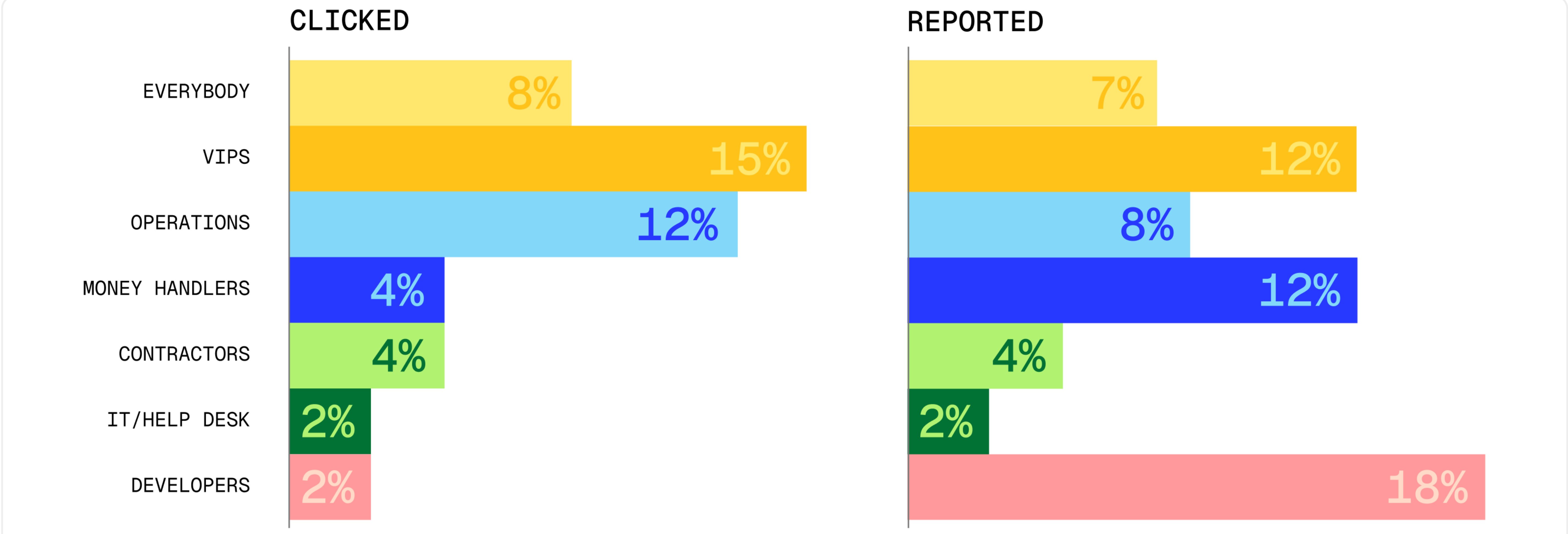
Fable customers aren't just measuring phishing clicks and training completions, but actual behavior change. This campaign shows employee compliance with an organization's device OS update policy.



Just like MTTR in security operations, customers can measure TTBC (time-to-behavior-change). This is the weekly timeline of the above campaign. Reducing TTBC can mean closing the exposure window.

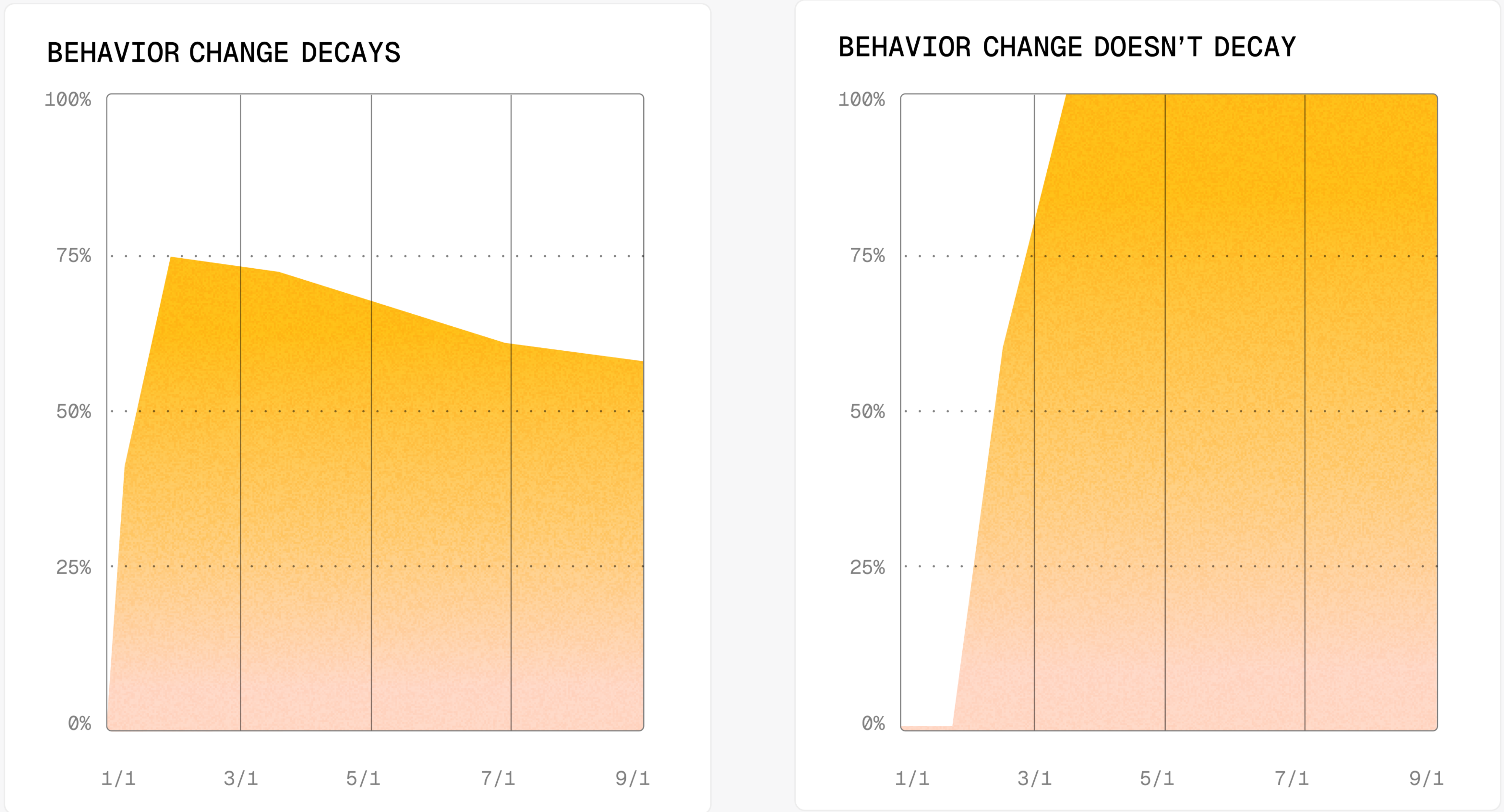
Cohort comparisons

Customers measure results by cohort—including role, affinity group, or behavior. Here are phishing results for one customer.



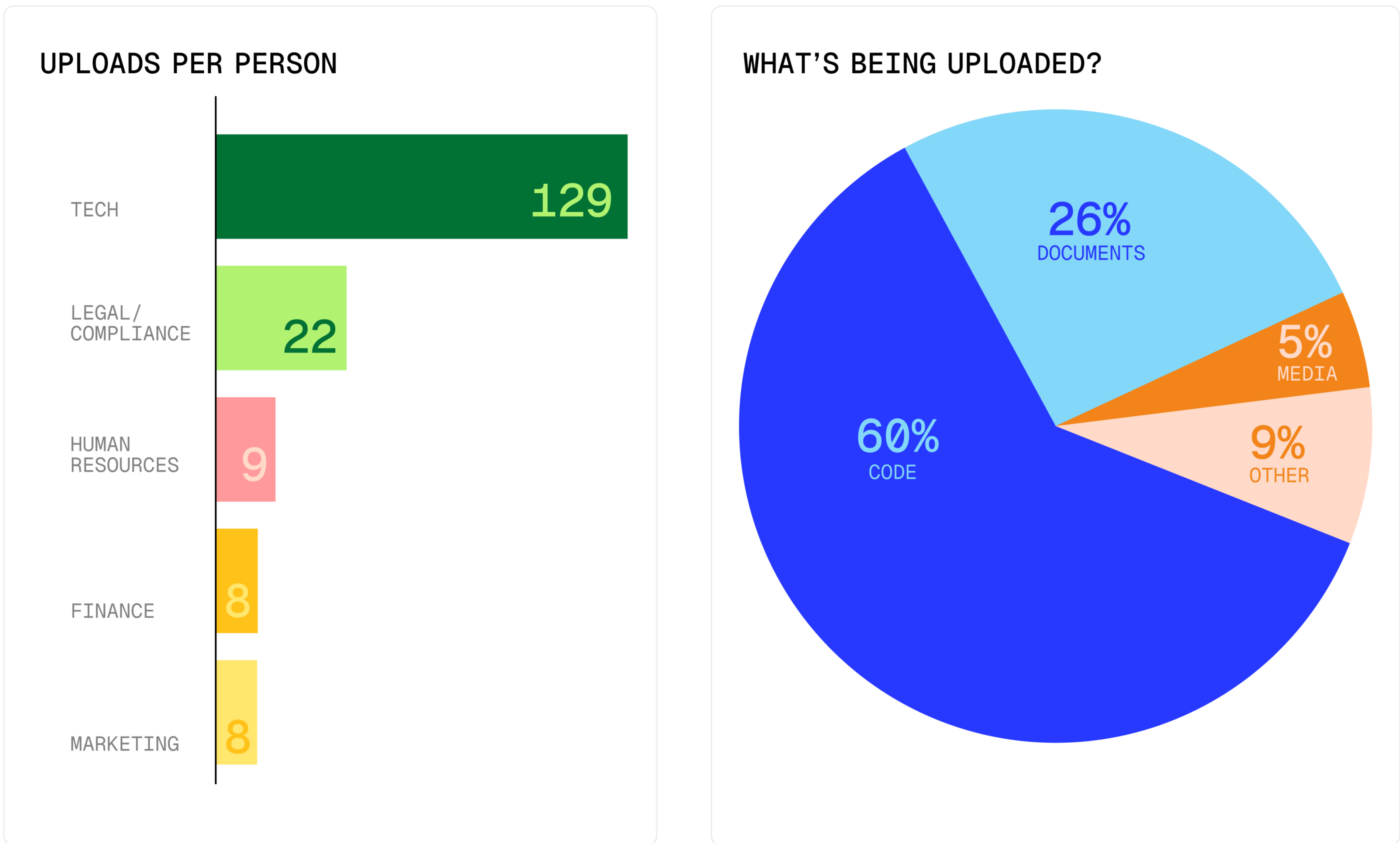
Behavior decay interval

How long does behavior change last? One campaign decays while the other has staying power. Fable customers can detect—and take action—when behavior change wanes.



AI swashbucklers

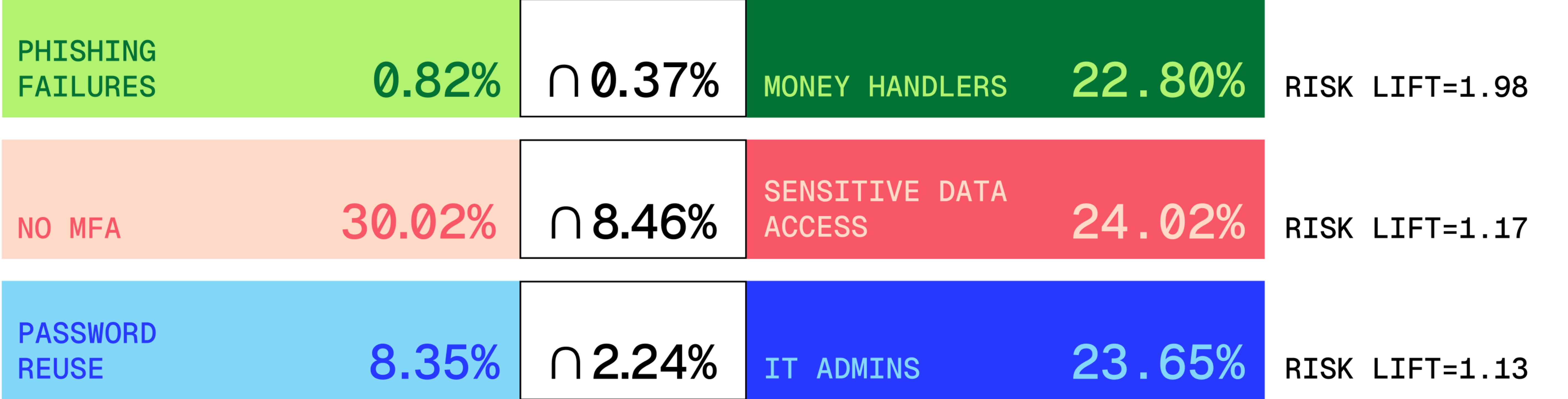
Who are the biggest AI uploaders in your company? In this organization, it's the technology team. And they're uploading a lot of code.



When risk compounds

Some risks travel together, magnifying potential impact. Keep an eye on your toxic combinations, where co-occurrence of multiple risks exceeds what you'd expect by chance.

IF P(A∩B)/P(A)×P(B)>1, TOXIC COMBINATION



Three takeaways

01

Measure what matters: risk.

Move beyond vanity metrics and measure real security behaviors—what people actually do, how quickly they improve, and whether those improvements last.

02

Target with precision

Campaigns that target cohorts based on role, access, or risky behavior drive better engagement and faster risk reduction. Use cohort insights to tailor interventions where they'll have the highest impact.

03

Fix the highest-leverage risks first

Identify where risks overlap and amplify each other. Remediating toxic combinations delivers disproportionate returns and can shrink your exposure window dramatically.