

# AI is moving faster than your policies can keep up. Fable can help.

47%

of genAI users use personal AI apps\*

#1

fastest-growing threat: risky AI data behaviors

80%

reduction in reported risky behaviors by Fable customers\*\*

## The challenge

### Deploying AI securely at enterprise scale

The business pushes forward on AI, and employees move faster than any guidance can keep up with. Most aren't acting carelessly — they just don't understand which tools are safe, what data should never leave the organization, and where the line sits between helpful and exposed.

Risky AI-related data behaviors are the fastest-growing threat across organizations, according to Fable's data — and they cut across every role. HR tops the chart, but employees in every function have been caught uploading sensitive information to unsanctioned AI. This isn't a technical problem. It's a knowledge and behavior problem.

Blocking is a fantasy. The business will adopt AI either way — your choice is whether you're coaching it or chasing it.

*“Security training shouldn't feel like something you do to employees. It should feel like something you do for them. Fable finally makes that possible.”*



Sangram Dash  
CISO & VP IT at Sisense

## The Fable approach

### Educate employees. Surface risks. Enable the business.

#### Roll out AI policy with an audit trail

An AI policy in a PDF doesn't change behavior — and won't hold up when the board asks for proof. Fable turns your policy into short, role-specific briefings in Slack, Teams, or email. Employees understand what applies to them in under two minutes. You get the audit trail to prove it.

#### Turn shadow AI into safe AI

Shadow AI is already in your telemetry. Fable aggregates signals across IDP, OAuth, SASE, and browser telemetry, pinpoints the cohorts putting data at risk, and nudges employees toward sanctioned tools the moment it shows up. Alert, don't block: employees keep moving, risk goes down.

#### Accelerate safe AI adoption across the business

AI only accelerates the business if employees know how to use it. The moment a new tool is provisioned, Fable coaches each team — from marketing and HR to engineering and finance — based on the apps they use, the data they touch, and your policies. The safe path becomes the easy path.

The shift

## Phishing was a moment. AI risk is a thousand decisions a day.

Every employee, every tool, every paste. You can't train your way out of that on an annual cadence. Fable runs continuously, triggered by what employees actually do, grounded in your specific policies and sanctioned tools.

★★★★★

I like that the video is short, a specific topic, and references our company. It was simple and very effective. Thank you!

Relevant to me 🧑‍💻 Informative 🗣️

**4.8**<sup>★</sup> average Fable briefing feedback scores

The production

## How other organizations are enabling safe AI adoption

F500 mortgage lender

Their AI policy needed to land with engineering.

How Fable helped

Turned a 12-page policy doc into role-specific briefings, with an attestation trail by date

Public fintech

Netskope was flagging shadow AI — nobody was acting on it.

How Fable helped

Closed the loop from alert → Targeted coaching → Measured behavior change

F500 travel platform

Copilot was deployed. Adoption was flat.

How Fable helped

Role-specific enablement for every function, with safety baked into the same content

The outcomes

## What changes when you deploy Fable

Adoption of the sanctioned AI tools

Turn dormant Copilot licenses into ROI with role-specific enablement

Policy that lands, not files away

Your AI policy turned into short briefings with attestations.

Turn shadow into sanctioned AI

Catch and redirect employees at the moment of risk — no blocking required.

Behavior change you can measure

Risky uploads, repeat violators, time-to-rotate — real signals, not completion rates.

*“We chose Fable because its personalized approach to security awareness led to more effective and faster employee behavior change.”*



Cyrus Tibbs  
CISO at Pannymac

# Ready to see Fable in action?

Request a demo to see how Fable surfaces shadow AI and shapes behavior.



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