

Post 1 - Access FS Hub

First CTA:

<https://hubs.la/Q035pqNx0>

Post Body

The financial services sector has always operated with a razor-thin margin for error, particularly when it comes to handling sensitive data. As cyber threats evolve, that margin has only narrowed.

We're launching a campaign to address the unique cyber security challenges facing the financial industry, featuring expert insights and practical advice to help protect your organisation.

Here's what you can expect:

🎙 Interviews with our in-house experts – Jamie Graves, Product Specialist, and Lucy Finlay, Security Behaviours and Analytics, share their in-depth knowledge on the latest threats and solutions.

📚 Specialist resources -- Access actionable insights and best practices tailored specifically to the financial services sector.

🧑🏻‍🔬 Nudge Clinics – Interactive virtual sessions offering actionable cyber security guidance and open discussions with professionals across industries.

If that sounds like a lot to take in at once, don't worry.

We'll have it available on-demand so that you can take in the content when you're ready.

Think of it like Netflix, but more financey ☐☐

<https://hubs.la/Q035pqNx0>

#CyberSecurity #FinancialServices #DataProtection
#CyberThreats #DigitalSecurity #SecurityAwareness

Post 2 - Flag - Remote Working Pushes Financial Services To Rethink Cyber Security

First CTA:

<https://hubs.la/Q0388NPDo>

Post Body

Despite return-to-office mandates, working from home isn't going anywhere; particularly in the financial services sector. In fact, findings from a Deloitte study suggest that forcing employees back into the office may actually increase their reluctance to return.

Financial institutions must now rethink their cyber security strategies to accommodate the rise in remote working. Protecting sensitive data shouldn't come at the expense of autonomy or work-life balance. Employees expect to be supported with both, and they're prepared to move elsewhere to find it.

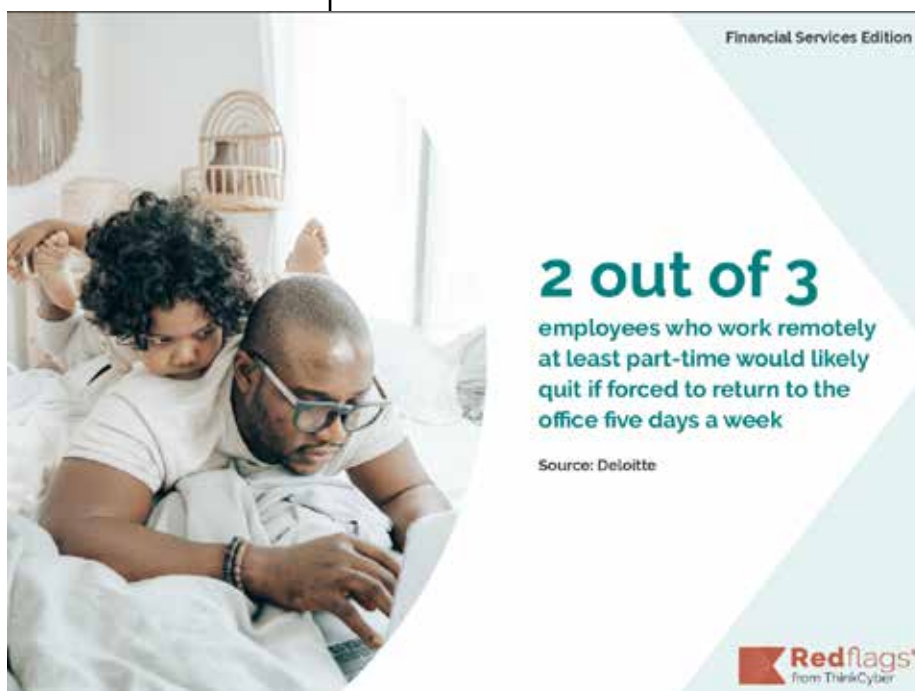
The argument that returning to the office is necessary for security no longer holds weight. Firms must adapt, or risk losing top talent to those who already have.

▶ Read more in this week's Flag:
<https://hubs.la/Q0388NPDo>

#CyberSecurity #SecurityAwareness
#WorkingFromHome #WFH #RemoteWorking
#FinancialServices #Finance

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💡 Sign up to the Think Cyber Security Ltd newsletter to receive fresh cyber security insights straight to your inbox:
<https://hubs.la/Q0388HQP0>



Post 3 - Flag - Rise of online banking sparks important financial inclusion conversations


First CTA:

<https://hubs.la/Q0388V6lo>

Post Body

Online banking offers convenience in countless ways—24/7 access, faster transactions, and no queues. But this isn't everyone's experience.

With physical bank branches continuing to close across the UK, we risk disenfranchising millions who aren't ready—or able—to make the switch to online.

 An Age UK survey found that nearly one in three Britons over 65 with bank accounts feel uncomfortable using online banking.

As more branches close, there's a growing need to ensure this generation doesn't fall through the gaps. The financial services industry must offer solutions that build confidence, support digital independence and ensure online safety.

🚩 This week's Financial Services Flag explores practical ways banks can apply these insights to help older customers manage their finances securely and with confidence online: <https://hubs.la/Q0388V6lo>

#CyberSecurity #SecurityAwareness #FinancialInclusion
#FinancialServices #OnlineBanking #Finance
#DigitalAccessibility #BankClosures #OnlineSafety
#BehaviouralScience

💡 Sign up to the Think Cyber Security Ltd newsletter to receive fresh cyber security insights straight to your inbox: <https://hubs.la/Q0388Y8Ro>



Post 4 - Video Content - How to be innovative with your security awareness programme while remaining compliant

First CTA: N/A

Video:

<https://5327587.fs1.hubspotusercontent-na1.net/hubfs/5327587/Lucy%20Finlay%20Financial%20Services%20Snippet%201.mp4>

Post Body

Meet Lucy Finlay, Delivery Director for Security Behaviour and Analytics at Think Cyber Security Ltd —a seasoned cyber security expert with over a decade of hands-on experience. Having worked across the industry, Lucy has seen it all, yet in the fast-moving world of financial services, no two days and no two clients are ever the same.

🗣️ "Our financial services customers are pretty varied, but one thing they do have in common is..."

With Redflags, Lucy meets clients where they are, adapting to their unique challenges and needs; helping organisations achieve compliance at every step—not through box-ticking exercises, but through innovative solutions that engage people in their cyber security efforts.

📅 The full interview will be released next week as part of our Financial Services Campaign!

#CyberSecurity #SecurityAwareness #Training
#FinancialServices #ThinkCyber #Redflags

💡 Sign up to the Think Cyber Security Ltd newsletter to receive fresh cyber security insights straight to your inbox:
<https://hubs.la/Q03gpSQpo>

We asked Lucy how
our current
customers use
Redflags

Post 5 - Video Content - How to be innovative with your security awareness programme while remaining compliant part 2

First CTA: <https://hubs.la/Q03ctrw20>

Video:

<https://5327587.fs1.hubspotusercontent-na1.net/hubfs/5327587/Lucy%20Finlay%20Snippet%204.mp4>

Post Body

In financial services, the pressure to meet compliance and regulatory requirements is immense. It's understandable that a softer, behaviour-led approach to cyber security might be met with some hesitation.

Lucy Finlay, Delivery Director for Security Behaviour and Analytics, recognises this challenge.

In our latest interview, Lucy explains that the most effective cyber security education isn't an all-or-nothing approach. It's about layering and integrating different methods to create a stronger defence.

🗣️ "You can have your once-a-year training to tick a box, but you can further prove the robustness of your controls by incorporating periodic assessments with Redflags."

Redflags isn't about forcing financial services to abandon traditional methods like annual training. Instead, it works alongside them, helping clients strengthen their existing approach. By understanding behaviours and engagement, it also helps identify which aspects of traditional training can be phased out over time.

📺 Watch the full interview here:
<https://hubs.la/Q03ctrw20>

#CyberSecurity #FinancialServices #SecurityAwareness
#Compliance #RiskManagement
#TrainingAndDevelopment #Phishing #EmployeeTraining
#SecurityCulture #ThreatIntelligence #FinTech

💡 Sign up to the Think Cyber Security Ltd newsletter to receive fresh cyber security insights straight to your inbox:
<https://hubs.la/Q03ctw2c0>

We asked Lucy what advice she has for financial institutions hesitant to adopt a light touch cyber security strategy

▶ 0:01 / 0:42



Post 6 - Video Content - How to be innovative with your security awareness programme while remaining compliant part 3

First CTA: N/A

Video:

<https://5327587.fs1.hubspotusercontent-na1.net/hubfs/5327587/Lucy%20Finlay%20Financial%20Services%20Snippet%202.mp4>

🗣️ 'We want to do a good job and we care about what we do.'

These words from Lucy Finlay, Delivery Director for Security Behaviour and Analytics at Think Cyber Security Ltd reflect a sentiment shared by practitioners across the industry.

Lucy and her team support clients using Redflags to identify individual security risks and track progress over time. The metrics they gather aren't just for spreadsheets and reports—they're a way to understand the real impact on people's daily behaviours, and seeing those shifts reassures them that their work is truly making a difference.

Stay tuned for the full interview next week as part of our Financial Services Campaign!

#CyberSecurity #BehaviouralChange #FinancialServices #Nudges #Education #Training #SecurityAwareness #Training

💡 Sign up to the Think Cyber Security Ltd newsletter to receive fresh cyber security insights straight to your inbox: <https://hubs.la/Q03gpTp60>

We asked Lucy why
measuring security
awareness efforts is
so important for our
customers...

Post 7 - Video Content - How to be innovative with your security awareness programme while remaining compliant part 4

First CTA: <https://hubs.la/Q03ctrw20>

Video:

<https://5327587.fs1.hubspotusercontent-na1.net/hubfs/5327587/Lucy%20Finlay%20Snippet%203.mp4>

Post Body

Nobody wants to be accused of something they didn't do—or be forced into training they don't need ☐

That's why telemetry is key when it comes to security awareness in Financial Services.

Through Redflags, Lucy Finlay, Security Behaviour and Analytics Director at ThinkCyber, helps clients baseline, gather insights, and truly understand behaviours before launching a cyber education campaign.

Instead of taking random shots in the dark—guessing if the issue is phishing, shadow IT, or something else entirely—Redflags provides the data Financial Services teams need to make informed, targeted interventions—not assumptions.

🎥 Watch the full interview here:
<https://hubs.la/Q03ctr2mo>

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💡 Sign up to the Think Cyber Security Ltd newsletter to receive fresh cyber security insights straight to your inbox:
<https://hubs.la/Q03ctrw10>

 from ThinkCyber

We asked Lucy how
our financial services
customers assess the
effectiveness of their
security awareness
programmes



Post 8 - Video Content - Talking product with Jamie Graves, teaser 1

First CTA: <https://hubs.la/Q038qrX60>

Video:

<https://5327587.fs1.hubspotusercontent-na1.net/hubfs/5327587/2025.Q1.FS.Jamie-Whelan%20interview%20-%20Snippet%201.mp4>

Post Body

🗣️ "As a defender it can be incredibly tough. You've got to win 100% of the time, whereas one of your adversaries has to get lucky 1 time out of 100"

Meet Jamie Graves, Product Consultant at Think Cyber Security Ltd. As part of our Financial Services Campaign, we spoke to Jamie about the modern cyber security mindset within the financial sector.

Jamie believes that adopting a creative mindset is essential to staying ahead of evolving threats, and observes a growing willingness within the financial services industry to embrace this innovation.

#CyberSecurity #SecurityServices #SecurityAwareness
#FinancialServices #Finance

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<https://hubs.la/Q038qrX60>

So all the all the cyber security professionals



Post 9 - Video Content - Talking product with Jamie Graves, teaser 2

First CTA: <https://hubs.la/Q038qrX6o>

Video:

<https://5327587.fs1.hubspotusercontent-na1.net/hubfs/5327587/2025.Q1.FS.Jamie-Whelan%20interview%20-%20Snippet%202.mp4>

Post Body

Jamie Graves, product expert at Think Cyber Security Ltd, shares how a data-led approach—powered by Redflags—is shifting the odds in favour of security teams. By leveraging the right data at the right time, practitioners can gain the upper hand against even the most sophisticated threat actors.

#CyberSecurity #SecurityAwareness #FinancialServices
#DataDriven #ThreatIntelligence #Redflags #Innovation

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<https://hubs.la/Q038qg1Wo>

based approach,
having that empirical approach



Post 10 - Social Media

First CTA: N/A

Carousel:

<https://5327587.fs1.hubspotusercontent-na1.net/hubfs/5327587/ThinkCyber%20-%20Carousel%20FS%202025.02.25.pdf>

Post Body

Financial services have long been guardians of sensitive information, such as client data, transaction records and payment details. They know their position as a prime target for cyber criminals and understand the risks that come with it.

It should come as no surprise that they're not just sitting back, watching graphs and trend reports confirm what they already know: cyber threats are on the rise 📈

Instead, they're taking action.

With Redflags, our flagship cyber security solution, we're proud to work alongside the Financial Services industry to build safer behaviours and and strengthen resilience against emerging threats.

#CyberSecurity #FinancialServices #RiskManagement
#DataProtection
#InfoSecurity #FinTech #Finance #SecurityAwareness

💡 Sign up for our Financial Services campaign for expert guidance and practical strategies tailored to the industry's unique cyber security challenges.:
https://hubs.la/Q038k2_to

