



When to use
NordLayer?



Onboarding employees

Guide and templates for email campaign



Once your organization already rolled-out NordLayer – support for teams with timely and succinct reminders on why it is important that they use NordLayer is needed.

This is a guide that is designed to help to smoothly onboard your team with regular reminders when and why NordLayer solution should be used. The text can be copy-pasted or used as building blocks to tailor for specific needs



Email campaign topics

01

Kick-off email to
managers and teams



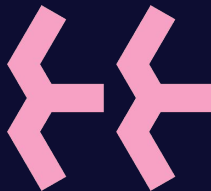
02

Personal
contribution



03

Frequency – make
sure NordLayer is on



04

Feedback
collection



1st email: kick-off email to managers and team leads

HEADLINE Your support for a new tool rollout

As you have already heard – we start using NordLayer network access and security solution to keep our team's work safe and assure seamless access to our company's resources.

You are the people your team members look up to and whose behavior they follow. Your communication regarding NordLayer usage can greatly improve everyone's commitment to the consistent use of the new tool.

If you find 5 minutes during a weekly meeting or a daily standup, please share the following points with the team:

- *Everyone can greatly contribute to the company's cybersecurity effort.*
- *We start using NordLayer – a tool that makes sure our activities online and access to company's resources remains safe.*
- *NordLayer assures that our work and the online experience are not slowed down and hindered.*
- *We will get the most benefit from NordLayer if we keep it running at all times.*

We greatly appreciate your effort!

2nd email: communicating personal contribution

HEADLINE Who keeps your company's data safe?

Guess who keeps your company's data safe? 🚧

You might think it is a combination of its management, IT, and whatever external providers our company uses. Well, it is much simpler than that.

It is you. And your colleagues. And their team members as well. 🤖

All of you. Your responsible daily actions keep your and colleagues' private data and the company's sensitive information safe and uncompromised.

Starting from now, you have an extra tool that will keep you safe while working, collaborating, or accessing the company's resources online. NordLayer is a simple yet powerful app that does not get in your way when working but reduces your exposure to potential leaks or external parties. Having it open every time you're working will make a huge difference.

If you have any questions or problems regarding NordLayer's use – do not hesitate to reach out!

3rd email: frequency

HEADLINE

How often is good enough?

You have already spent some time with NordLayer. Maybe you had it open once, perhaps a few more times. Some of you had it available all the time. But when is it critical to have NordLayer app running? It is relatively simple, and the only correct answer is always.

Why should it be so important when nothing terrible happens, even if I don't? Working online and not using an app like NordLayer is the same as walking naked in the street. Not only that this might be an overall unpleasant experience, but it also might attract all sorts of more significant problems. The same thing happens to us online, just in this case – we are barely aware of this ourselves.

NordLayer makes sure that does not occur – it keeps us safe when working from home or other locations, connecting to the company's resources, or just browsing online.

4th email: assessment

HEADLINE **Your feedback and assessment**

It has been around a month since we started using NordLayer. We want to catch up with you regarding your experience with a new tool, and there is a couple of questions we would like to ask.

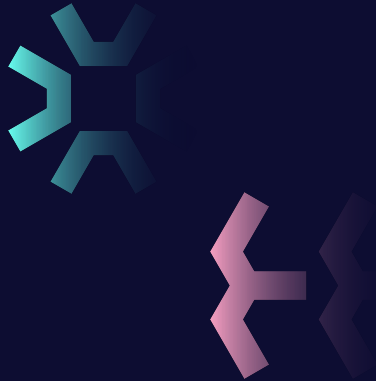
Please, fill in this questionnaire – it will not take longer than two minutes:

Link



Assessment questions

Questionnaire preparation



1. Please indicate which department or team do you belong:

_____ (drop down)

2. Please indicate how much you agree with the following statements (when 7 means *strongly agree* and 1 means *strongly disagree*).

- I find NordLayer easy to use
- I had a smooth experience when using NordLayer
- It is clear to me why I should use NordLayer
- I understand potential risks of not using NordLayer
- I use NordLayer every time I start working with my computer
- I think I can make a positive contribution to company's cybersecurity efforts by using NordLayer
- I would like to learn more about cybersecurity tools and practices in the future

What to do with the results?

01 Good results



02 Uneven results



03 Some problematic areas



04 Below average results



What to do with the results?

01 Good results



If the results hover around five and higher – congratulations. It seems that the onboarding process helped to achieve excellent results. Before celebrating, double-check if the admin panel usage indicators coincide with a positive outlook.

02 Uneven results



04 Below average results



03 Some problematic areas



What to do with the results?

01 Good results



02 Uneven results



03 Some problematic areas



If the results vary across teams or departments, it would be most beneficial to identify the teams below the average and schedule a short 1-on-1 discussion with the team or department leadership to identify the root causes behind the results. It might be that the team needs some extra support, or they just had a tough month where introducing a new tool was an unwelcome addition to an already loaded work schedule.

04 Below average results



What to do with the results?

01 Good results



02 Uneven results



03 Some problematic areas



04 Below average results



If only some areas perform worse than expected, that indicates what specific content you should be sharing with colleagues to boost the performance.

What to do with the results?

01 Good results



02 Uneven results



03 Some problematic areas



04 Below average results



If the result averages of the survey are below four across most of the questions, we have some work left to do. It is best to plan a workshop or a short session to discuss the topic of cybersecurity in more detail and provide the much-needed context.



If you have any
questions, contact
our tech-minded
sales team!

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