

HRM vs traditional awareness training

A quick comparison to help MSPs explain why Human Risk Management goes beyond generic, completion-led security awareness training.

What changes with HRM? The focus shifts from proving completion to reducing measurable risk, improving user behaviour, and making delivery easier to scale.

Aspect	Traditional SAT	Human Risk Management
Focus	Training completion rates	Risk reduction and behaviour change
Engagement	Generic, one-size-fits-all	Personalised, bite-sized training
Impact	Limited measurable outcomes	Reduced phishing susceptibility and improved compliance readiness
Scalability	Manual processes per client	Automated enrolment, training, and reporting

Why this matters for MSPs

- Clients want more than awareness completion. They want evidence that risk is going down.
- Automation reduces admin overhead and makes delivery easier to scale across clients.
- HRM creates a stronger foundation for retention, upsell, and longer-term service growth.

How partners should position it

- Lead with measurable risk reduction, not just training volume.
- Explain how personalised learning and automation improve outcomes and reduce workload.
- Position HRM as a strategic service that supports resilience, compliance, and scalable delivery.

For proof examples, pair this resource with the customer case studies page.