

## SOLUTION BRIEF

# Proofpoint ZenGuide

Transforming security awareness training into behaviour change

### Key highlights

- Reinforce secure behaviour with in-the-moment, contextual guidance
- Simulate real-world phishing attacks with updated threat-based templates
- Empower users with threat-driven content and real-world scenarios
- Benchmark against industry peers with behavioural metrics
- Turn real-time user behavioural insights into targeted learning activities

This solution set is part of Proofpoint's integrated Human-Centric Security platform, mitigating the four key areas of people-based risks.

### Overview

**Proofpoint ZenGuide™** is a robust security awareness training solution that helps organisations motivate their people to embrace secure behaviour and sustain it over time. Our research shows that a high percentage of employees engage in actions they know are risky. This tells us that one-size-fits-all compliance-driven training alone isn't enough to change risky behaviour.

Proofpoint ZenGuide transforms employee behaviour with continuous learning that adapts to users' roles, behaviour and skills. It helps shift the focus of your training so that it's not only about compliance; it's about measurable results. Your team gains visibility into who needs intervention and why.

### Threat-driven learning ensures resiliency

Proofpoint ZenGuide delivers threat-driven learning experiences by aligning simulations, training and behavioural reinforcement to today's attacks. Its phishing simulations reflect real-world patterns, including QR code threats, AI exploits, telephone-oriented attack delivery (TOAD) threats and email bombing.

New content is continuously released to keep pace with the threat landscape. This ensures users are prepared for both immediate threats and long-term attack trends.

- **Weekly Threat Alerts** provide timely warnings about active campaigns.
- **Monthly Attack Spotlights** deliver scenario-based microlearning on real-world scams.
- **Threat Overviews** are published when users need deeper insights about emerging or persistent threats.

**Teachable Moments** provide users with in-the-moment guidance when they interact with simulated phishing threats. Not only do users see phishing indicators highlighted within the message, but they're also given an explanation about attacker techniques. This reinforces the correct security behaviour at the moment of risk. Employees learn not just what to do, but why it matters. Teachable Moments are automatically generated with AI-powered **Phish Hooks**. Key risk cues and visual, contextual feedback are embedded directly into the user experience. The result is less operational overhead and more effective, scalable behaviour reinforcement.



## Benefits of integration with Proofpoint Collaboration Security

When integrated with the **Collaboration Security platform**, Proofpoint ZenGuide extends this model with live telemetry data. As a result, real-world threats to your organisation can automatically trigger training. For example, one capability is **AI ThreatFlip Workflow**, which automatically transforms real-world phishing attacks into training for employees.

With ThreatFlip, security teams can convert phishing emails sent to your organisation into safe simulation templates. It automatically clones real threats, removes their harmful elements and sensitive data, and generates realistic phishing simulations. It does all this with just one click.

As a result, security training can keep pace with the ever-changing threat landscape. Moreover, users are better prepared and more resilient against the threats targeting them.

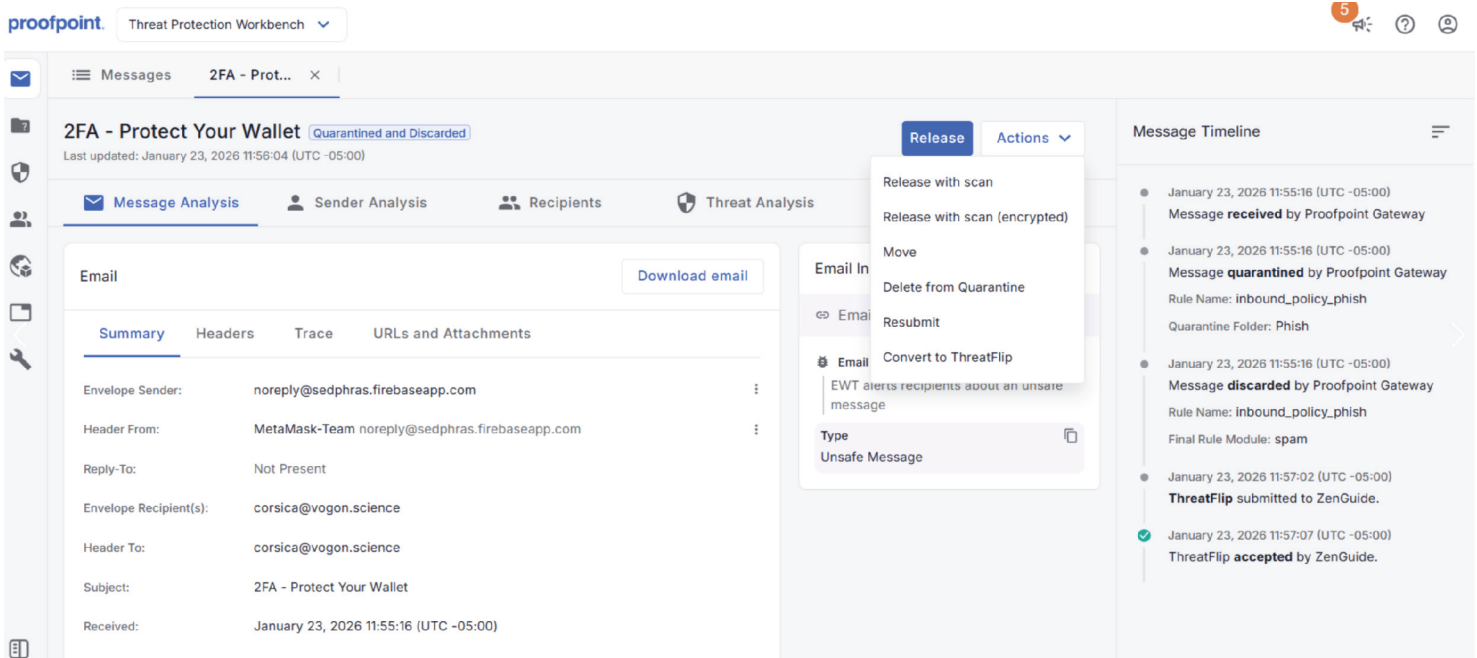
## Intelligent automation drives efficiency and impact

Proofpoint ZenGuide transforms awareness into an automated

risk reduction engine. This means administrators are freed from building campaigns manually and other repetitive programme management tasks.

Training is automatically assigned and sequenced based on user roles, behaviour, and risk scores. Therefore, administrators spend less time and effort on monitoring, targeting and reassessing users. The right users receive the right training at the right time without constant oversight thanks to recurring phishing simulations, built-in recommendations and behaviour-based reinforcement. This enables lean security awareness teams to scale their programmes efficiently.

With **Adaptive Pathways**, automation becomes a true differentiator. Administrators can define logic-based rules that automatically enrol specific user groups—such as new hires, high-risk departments or users who fail simulations multiple times—into tailored learning experiences. Instead of manually tracking and reassigning users, the system continuously adjusts pathways based on observed behaviour. This ensures interventions happen automatically. The result is a programme that scales personalised security awareness without increasing the administrative burden.



**Figure 1.** ThreatFlip safely transforms real phishing attacks into ready-to-use, safe phishing simulation templates.

## Benefits of integration with Proofpoint Collaboration Security

When Proofpoint ZenGuide is integrated with the Collaboration Security platform, Adaptive Pathways are further enhanced with automation and live threat telemetry.

Users identified as Very Attacked People™ (VAPs), high-risk clickers or those exposed to active malware and credential threats can be automatically enrolled into targeted training. This ensures learning pathways are driven not just by simulation behaviour but by real-world threat exposure. Users get precise, risk-informed intervention without increasing administrative workload.

## Actionable metrics prove impact

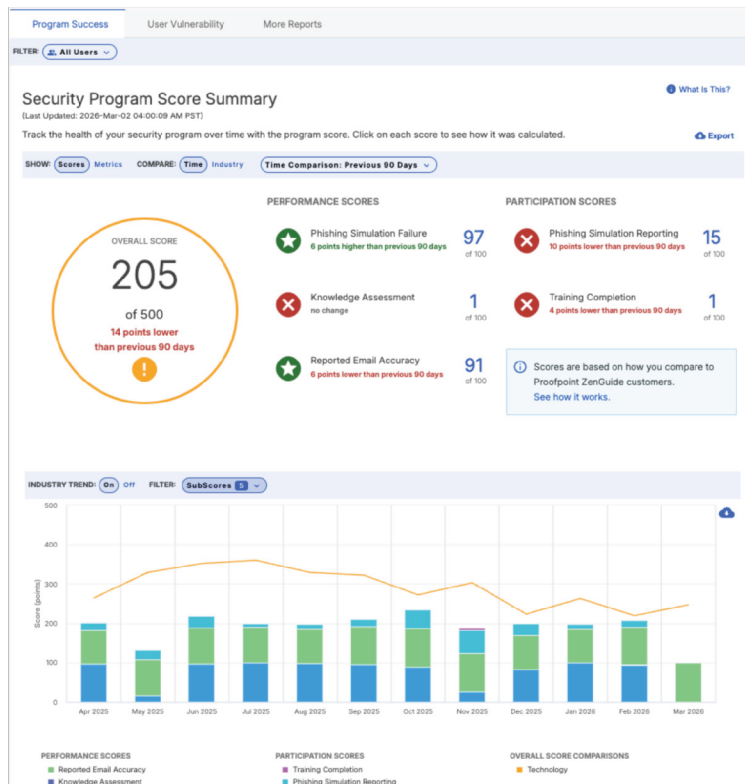
Proofpoint ZenGuide provides comprehensive visibility through its Admin Dashboard. Security leaders gain access to User Risk Scores, including reporting on repeat behaviours, phishing performance and accuracy, resilience ratios and industry benchmarking.

As a result, they can measurably track behavioural risk reduction over time. Training completion, performance on assessments and campaign outcomes are continuously monitored to demonstrate programme effectiveness.

Learners see their own Personal Risk Score and progress indicators, which reinforces accountability and strengthens their security culture. Benchmarking against peer performance adds meaningful context. Users receive clear metrics to help them understand where they stand in relation to others, so they're motivated to improve. This visibility turns performance data into actionable insights. Users want to change their behaviour—they're not just passively complying.

## Benefits of integration with Proofpoint Collaboration Security

Another benefit of integrating Proofpoint ZenGuide with the Collaboration Security platform is that reporting is further enriched with real-world risk inputs and centralised human risk views. Therefore, you gain more than just awareness metrics; you can obtain human risk intelligence insights across your entire organisation.



**Figure 2.** The ZenGuide Dashboard provides up-to-date insights and performance metrics.

## Support for optimising and scaling your programme

To sustain behavioural change and stay ahead of evolving threats, your programme must continuously adapt. Proofpoint Premium Services helps you evolve and scale your awareness strategy with confidence. Whether you need strategic programme design and execution or want support streamlining your simulations, our experts can help drive ongoing improvement and human risk reduction.

By aligning your awareness initiatives with organisational objectives and business risk outcomes, Proofpoint helps you strengthen your security culture and deliver an impact you can measure.

Our team supplements your internal resources with hands-on expertise and proven best practices while your team focuses on strategic priorities. We're here to help measure outcomes, deliver executive-ready reporting and help you continuously improve resilience using actionable behavioural insights.

Discover more about Proofpoint ZenGuide. [www.proofpoint.com/uk/products/mitigate-human-risk](https://www.proofpoint.com/uk/products/mitigate-human-risk)

# proofpoint®

Proofpoint, Inc. is a global leader in human- and agent-centric cybersecurity, securing how people, data and AI agents connect across email, cloud and collaboration tools. Proofpoint is a trusted partner to over 80 of the Fortune 100, over 10,000 large enterprises and millions of smaller organisations in stopping threats, preventing data loss and building resilience across people and AI workflows. Proofpoint's collaboration and data security platform helps organisations of all sizes protect and empower their people while embracing AI securely and confidently. Learn more at [www.proofpoint.com/uk](https://www.proofpoint.com/uk).

Connect with Proofpoint: [LinkedIn](#)

Proofpoint is a registered trademark or trade name of Proofpoint, Inc. in the United States and/or other countries. All other trademarks contained herein are the property of their respective owners.

**DISCOVER THE PROOFPOINT PLATFORM →**