



THE
CYBER
ESCAPE
ROOM
CO.

CYBERESCAPEROOM.CO

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A WHITE PAPER, BUT MAKE IT YELLOW.

HOW EXPERIENTIAL LEARNING CAN BENEFIT YOUR BUSINESS.



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Why follow the rules when you can rewrite them?

I'm the CEO of The Cyber Escape Room Co., where thinking outside the box isn't just encouraged—it's required.

Am I a tech wizard? Not even close. My expertise is in sales, marketing, and connecting with people. And let's be honest—nothing gets me more excited than throwing an unforgettable event.

THINK
ABOUT
THINGS
DIFFERENTLY

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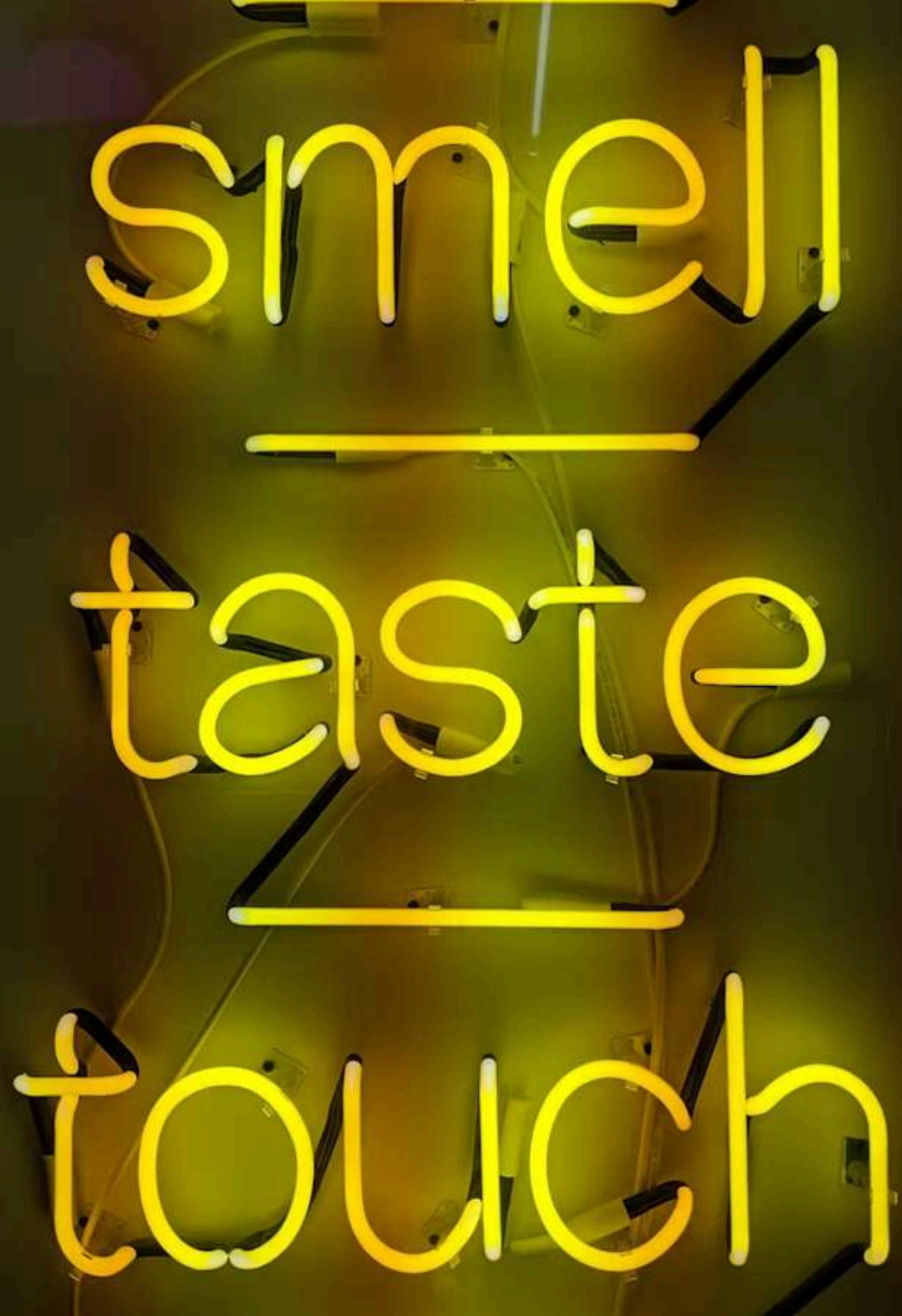
WHY THIS ISN'T YOUR AVERAGE WHITE PAPER (AND WHY IT'S YELLOW).

Let's start with the basics—
why yellow?

Because this isn't going to
be your typical, boring,
monochrome, nap-inducing
white paper. We're here to
shake things up, and
nothing says "I mean
business" like a pop of
colour.

Plus, yellow is the colour of
creativity, energy, and a bit
of cheekiness, AKA exactly
what we need to talk about
experiential learning.

Let's dive in.



WHAT'S THE

BIG DEAL

WITH EXPERIENTIAL LEARNING?!

Ever tried to learn how to swim by reading a manual?

Probably not, because that's ridiculous. You jump in, flail around, maybe swallow a gallon of pool water, and eventually, you get the hang of it.

That's experiential learning in a nutshell - learning by doing. It's all about ditching the dusty textbooks and getting your hands dirty.

But why does this matter?!

Because sitting in a classroom listening to someone drone on about theories isn't cutting it anymore. The world's moving too fast for that.

You need to be in the thick of things, making decisions, screwing up, and figuring it out on the fly.

It's like the difference between watching a cooking show and actually being in the kitchen, chopping onions and setting off the smoke alarm. Which would you trust more when it comes to making a real meal?

THE GOOD STUFF.

SO, WHAT'S SO GREAT ABOUT
LEARNING BY DOING? PLENTY,
ACTUALLY...



01 YOU'LL ACTUALLY REMEMBER STUFF.

Instead of memorising bullet points, you're engaging with the material in a way that sticks. Ever forgotten how to ride a bike? Nope, because you learned by doing it

02 ENGAGEMENT THAT DOESN'T SUCK.

Experiential learning gets people involved. It's like a video game where you're the main character—except it's real life. Who wants to sit through another PowerPoint when you could be solving real problems instead?

03 SKILLS FOR THE REAL WORLD.

This isn't just about passing exams or checking a tickbox. Experiential learning builds skills you actually need—problem-solving, creativity, critical thinking. You know, the stuff employers are always banging on about

04 PERSONAL GROWTH, NOT JUST BRAIN GROWTH.

This kind of learning pushes you out of your comfort zone. And yes, it might be uncomfortable at times, but that's where the magic happens. You're not just learning content; you're learning about yourself, too

BUT HOLD YOUR HORSES.

IT'S NOT ALL SUNSHINE AND RAINBOWS...

Let's not pretend experiential learning is perfect.
Here's where things get spicy.



TIME? YOU WISH!

It's not exactly quick. Setting up these experiences and getting your staff through them takes time. You can't just cram for it the night before. It's like a slow-cooked meal - better quality, but you'll need to be patient.

DON'T WORRY THOUGH, WE'RE HERE TO HELP. OUR TEAM OF EXPERT FACILITATORS CAN HELP YOU DELIVER AN OUTSTANDING EXPERIENCE FOR YOUR STAFF AND ENSURE THAT EVERYONE IS A-OK WITH THE CONTENT. WITH PORTABLE KITS THAT NEED ONLY SOME DESK SPACE TO RUN, YOU CAN SCALE OUR TRAINING EASILY WITHIN YOUR ORGANISATION.

IT COSTS A BIT MORE...

Want to do experiential learning right? Get ready to fork out some cash. Real-world learning experiences often come with real-world costs. Who knew education could be so expensive? (Oh wait, everyone did).

SURE, IT CAN BE MORE EXPENSIVE BUT WE'VE GOT OPTIONS TO HELP YOU DELIVER AWESOME EXPERIENCES WITHOUT THE HEFTY PRICE TAG. YOU CAN HIRE A KIT FOR A WEEK FOR JUST £500 AND USE IT AS MANY TIMES AS YOU LIKE... AND OUR HOSTED EXPERIENCES START AT JUST £2,500. OF COURSE, WE CAN GO HIGH-END AS WELL... WITH FULL BLOWN THEATRE PRODUCTIONS, SETS BUILT TO FIT THE SCENARIO AND MORE...

CHAOS, CONFUSION & A DASH OF ANARCHY

Without a clear plan, experiential learning can get messy. People might not know what they're supposed to be learning. It's like being thrown into a jungle with a machete and no map—exciting, but maybe not the most efficient way to get to your destination.

LET US HELP YOU BUILD YOUR ROADMAP FOR DELIVERY AND ENSURE THAT EVERYONE UNDERSTANDS THE MISSION. DELIVERING A POSITIVE SECURITY CULTURE IS KINDA WHAT WE DO, SO USE OUR EXPERTISE TO HELP DRIVE HOME MESSAGING IN A WAY THAT'S ACCESSIBLE AND UNDERSTOOD BY EVERY MEMBER OF STAFF.

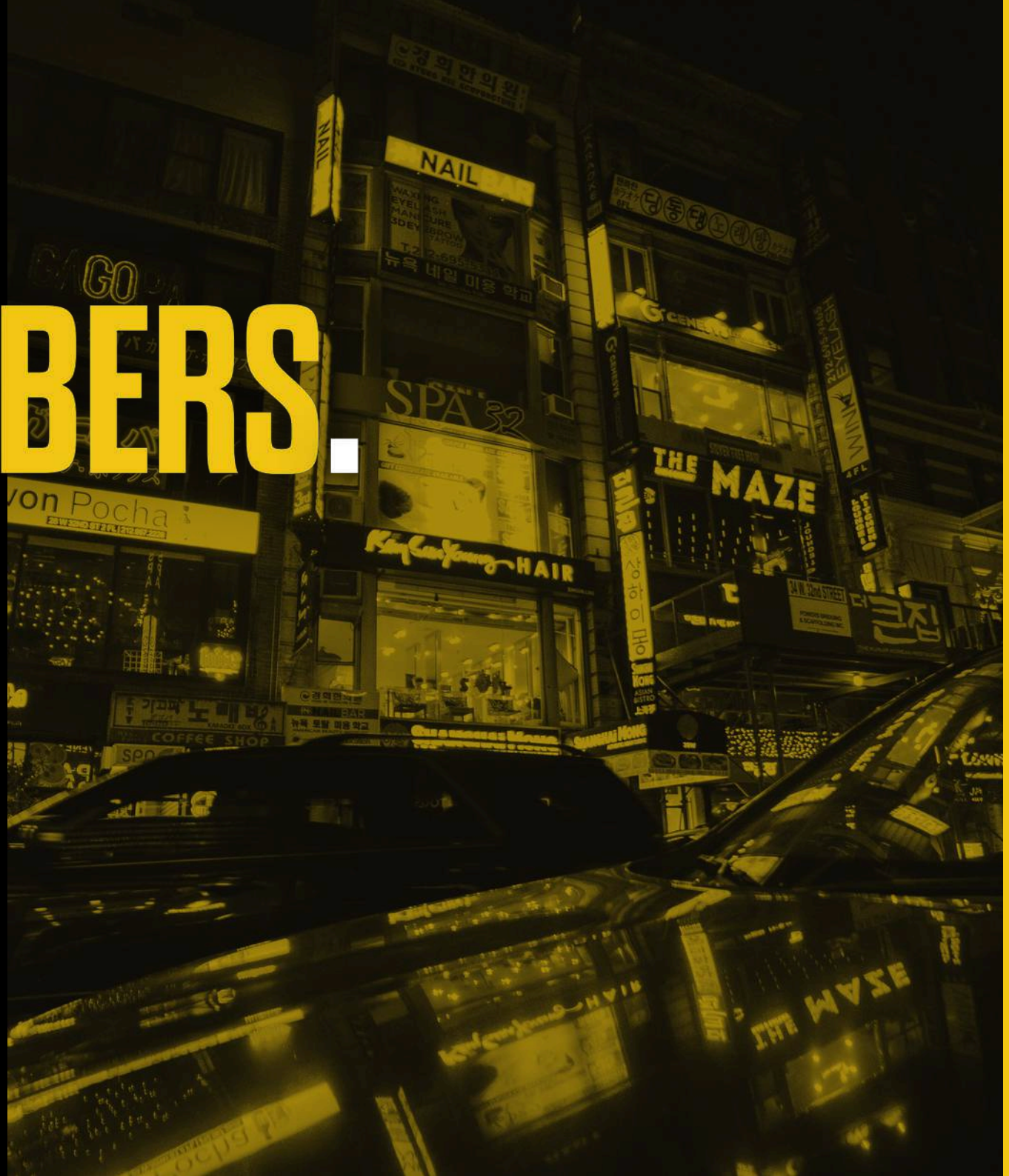
FEEDBACK? WHAT FEEDBACK?

In a traditional classroom, you get a nice little report card. With experiential learning, feedback can be hit or miss. Tracking metrics for real life learning is a bit more tricky. It can be done, but it is more difficult.

METRICS, METRICS, METRICS. TRADITIONAL SECURITY TRAINING OFTEN FOCUSES ON THINGS LIKE PHISHING CLICK THROUGH RATES WHICH CAN BE EASILY MANIPULATED. SO EXCUSE US IF WE DON'T TAKE THEM TOO SERIOUSLY. WE CAN, HOWEVER, DELIVER AD HOC REPORTS ABOUT INDIVIDUAL AND TEAM PERFORMANCE DURING THE ESCAPE ROOM EXPERIENCE AND WE'RE HAPPY TO DISCUSS ANY OTHER REPORTING METRICS YOU'D BE INTERESTED IN.

SHOW ME THE NUMBERS

Alright, let's throw
some numbers
into the mix to
really drive home
why experiential
learning is more
than just a
buzzword.



LEARNERS RETAIN ABOUT **75%** **OF WHAT THEY LEARN THROUGH HANDS-ON PRACTICE.**

According to the National Training Laboratories, learners retain about 75% of what they learn through hands-on practice, compared to only 5% from lectures and 10% from reading. That's a massive difference!

It's like the difference between actually playing a video game versus just reading the manual. Which one do you think sticks with you more?

Exactly.

A study by the University of Michigan found that students who engaged in experiential learning activities reported a 94% increase in engagement compared to traditional methods.

And we all know that engagement is the secret sauce that makes learning stick.

94%

**INCREASE IN ENGAGEMENT
WITH EXPERIENTIAL
LEARNING ACTIVITIES.**

85%

**OF EMPLOYERS BELIEVE
EXPERIENTIAL LEARNING MAKES
YOU MORE JOB-READY.**

Another study showed that 85% of employers believe experiential learning makes learners more job-ready than traditional education alone.

They're not just looking for people who can regurgitate facts; they want folks who can think on their feet and adapt to new challenges.

WHY EXPERIENTIAL LEARNING IS WORTH EVERY PENNY.

When it comes to ROI (Return on Investment), experiential learning often outshines traditional methods.

Here's why...

BETTER RETENTION
= BETTER ROI

As mentioned earlier, learners retain 75% of what they practice compared to a mere 5% from lectures.

This means that the money spent on experiential learning is more likely to result in actual, long-term knowledge retention and skill acquisition.

If you're spending money on training, wouldn't you want your team to actually remember and apply what they learned?

Experiential learning can reduce the time needed to achieve competence by up to 50%, according to research by Training Magazine.

This means that while the initial costs might be higher, the speed at which employees or students reach proficiency makes up for it by getting them up to speed faster, saving time and resources.

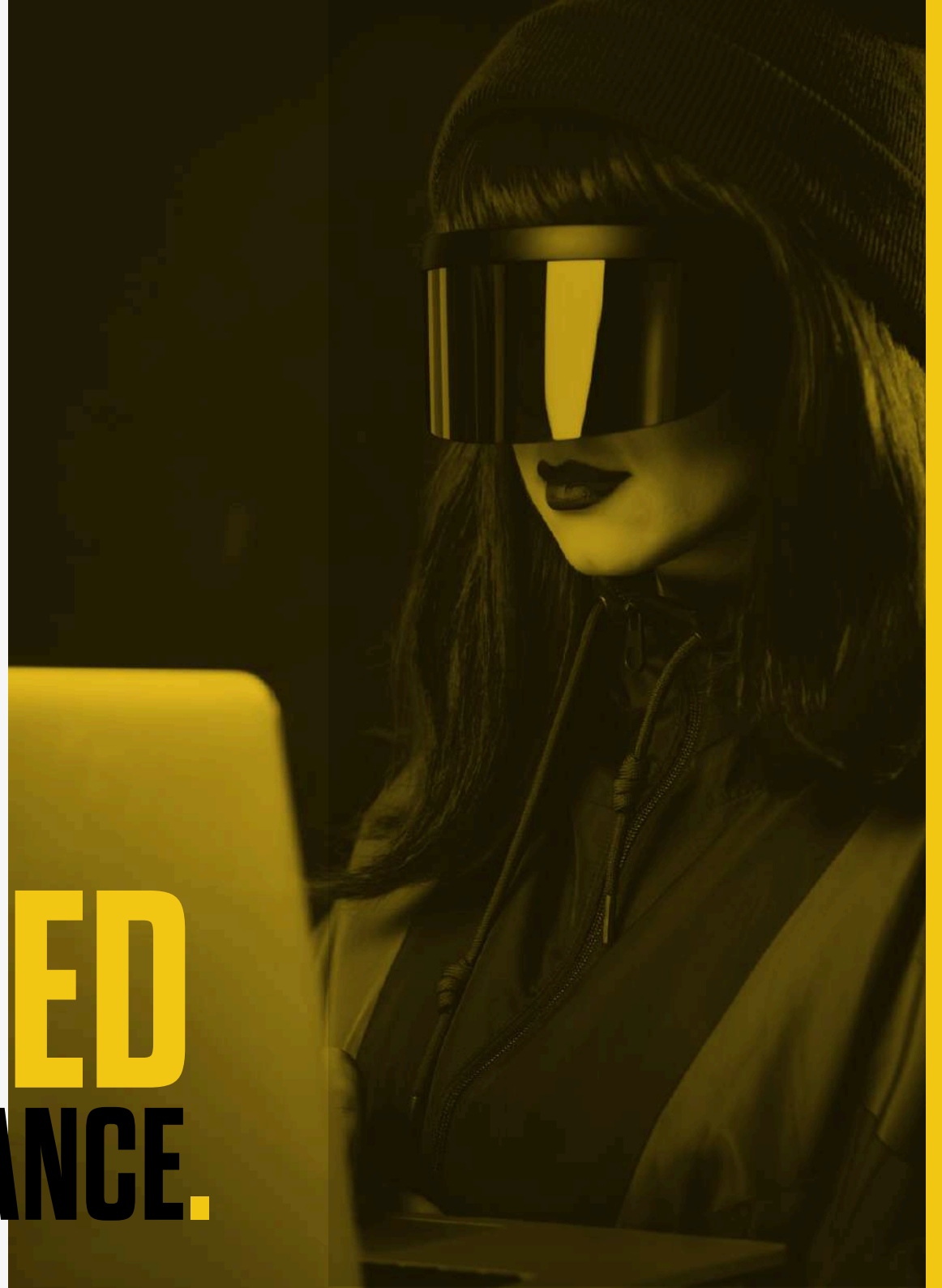


**REDUCED
TRAINING TIME.**

A study by the American Society for Training and Development (ASTD) found that companies that invest in experiential learning see a 218% higher income per employee and a 24% higher profit margin than those that rely solely on traditional training methods.

The direct link between experiential learning and improved job performance means better ROI for businesses

INCREASED JOB PERFORMANCE.



EMPLOYEE RETENTION.

Experiential learning not only improves job performance but also boosts employee satisfaction.

A study by Deloitte found that companies with strong experiential learning programs saw a 30% increase in employee retention.

Considering the cost of employee turnover (which can be up to 150% of an employee's salary), this represents significant savings and a strong ROI.



EXPERIENTIAL LEARNING MEETS CYBER SECURITY.

WHY IT'S A GAME CHANGER



SPOILER ALERT:
IT'S NOT JUST A GOOD IDEA, IT'S ESSENTIAL.



THE CYBER SECURITY CHALLENGE.

Cyber security threats are evolving faster than most companies can keep up. Traditional training methods—think long lectures, endless slide decks, and the occasional pop quiz—aren't cutting it.

Why? Because cyber threats are real-time, dynamic, and often complex. You can't fight today's threats with yesterday's training methods.

Imagine trying to teach someone to defuse a bomb with a PowerPoint. Ridiculous, right? The same goes for cyber security. Your team needs to be prepared to act under pressure, think critically, and make quick decisions. And the best way to train them for that is through experiential learning.

WHY EXPERIENTIAL LEARNING WORKS IN CYBER SECURITY.

01

REAL WORLD LEARNING.

We create immersive, hands-on scenarios that let you learn about security with realistic (and some not so realistic) scenarios. This isn't about watching a video on phishing scams; it's about actually experiencing cyber threats and making decisions in real-time, without the real-world consequences.

02

MUSCLE MEMORY FOR THE MIND.

Just like in other fields, experiential learning in cyber security helps create "muscle memory" for the mind. When a real threat arises, your team's response will be automatic and well-practiced, thanks to the hands-on experiences they've had in our cyber escape rooms, interactive theatre productions, and capture the flag events.

03

ADAPTABILITY AND CRITICAL THINKING.

Cyber threats don't follow a script, so why should your training? Our experiential learning approach forces participants to think on their feet, adapt to new information, and collaborate with their team—exactly what they'll need to do when a real attack hits.

THE ROI OF CYBER SECURITY EXPERIENTIAL LEARNING.

Investing in cyber security training isn't just about checking a compliance box—it's about safeguarding your business from potentially devastating breaches.

The ROI of experiential learning in this field is undeniable. By equipping your team with the skills they need to recognise and respond to threats in real time, you're not only reducing the likelihood of a breach but also minimising the financial impact if one does occur.

Studies show that companies with strong, hands-on training programs see significant reductions in breach costs, faster response times, and higher employee retention.

When you compare this to the staggering average cost of a data breach, the investment in experiential learning pays for itself many times over.

It's not just an expense; it's an essential strategy for protecting your bottom line.



**EFFECTIVE TRAINING PROGRAMMES
REDUCE BREACH COSTS BY UP TO**

40%

REDUCED INCIDENT COSTS.

According to a study by IBM, the average cost of a data breach in 2023 was \$4.45 million.

Companies with effective training programs, including experiential learning, saw their breach costs reduced by up to 40%.

That's a significant ROI when you consider the potential financial and reputational damage of a breach

IMPROVED RESPONSE TIMES.

Experiential learning has been shown to improve incident response times by up to 30%.

When your team knows exactly what to do because they've practiced it before, they can contain and mitigate threats more quickly, saving both time and money



IMPROVE INCIDENT RESPONSE TIMES BY UP TO

30%



**HIGHER RETENTION
MEANS LOWER
TURNOVER COSTS
AND A BETTER
BOTTOM LINE.**

EMPLOYEE RETENTION AND ENGAGEMENT.

Cyber security professionals who feel confident and capable are more likely to stay with your company.

Our training doesn't just make them better at their jobs; it makes them more invested in their roles.

And, as we've discussed, higher retention means lower turnover costs and a better bottom line.

THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR

WHY CHOOSE US

Weirdly, we haven't written
it's because we're cool AF.
Although that is true...

A person wearing a Daft Punk helmet and a white sweater is shown in profile, holding a smartphone to their ear. The background is a dimly lit room with a neon sign that reads 'EAT SLEEP REPEAT'.

**FROM
POWERPOINT...**

...TO POWER MOVES

In the crowded world of cyber security training, what sets us apart? Simple: we don't just teach; we transform.

Our experiential learning programs are designed to be as engaging as they are educational, combining the thrill of a live challenge with the depth of real-world skills.

Whether it's through our cyber escape rooms that test your team's ability in the realms of generic end user problems, or our bespoke scenarios that replicate your specific risks, we're committed to making sure your team is not just aware of cyber threats—but prepared to handle them.

STOP TRAINING. START EXPERIENCING.

And if you're still relying on traditional methods to train your team, ask yourself this: when the next cyber attack happens, do you want your team to be ready because they've read about it, or because they've lived through it?

The choice is yours, but the numbers speak for themselves.

So, are you ready to ditch the PowerPoints and dive into experiential learning? Let's make your team cyber-ready—because in the world of cyber security, there's no room for “almost ready.”

WHO'S DOING IT RIGHT?

(HINT: IT'S NOT EVERYONE)

Let's not kid ourselves—some institutions are absolutely killing it with experiential learning, while others are still stuck in the Stone Age of chalkboards and overhead projectors. Here's a quick rundown of some of the awesome companies we know...

THE GOLD STANDARD IN ACTION.

When it comes to training, these companies are setting the gold standard –and not just because they’re working with us (although that definitely helps).

From immersive cyber escape rooms to high-stakes capture the flag challenges, these organisations are investing in experiential learning that doesn’t just tick a box, but transforms how their teams approach cyber security.

They’re not just preparing for the future –they’re leading the charge, and we’re proud to be their partner on this journey.



Ministry of Defence



FINAL THOUGHTS

TRADITIONAL LEARNING ISN'T DEAD BUT...

EXPERIENCE BEATS EXPLANATION EVERY TIME.

Let's be clear: we're not saying traditional learning is completely obsolete. There's a time and place for lectures, textbooks, and all the old-school methods we've grown up with.

But if you're looking for an edge—whether in education, corporate training, or personal development—experiential learning is where it's at.

The numbers don't lie. If you want people to remember, engage, and apply what they've learned, you've got to get them involved. You've got to give them experiences, not just information.

AND IF YOU'RE STILL ON THE FENCE?

...maybe it's time to stop reading this yellow paper and start experimenting with experiential learning yourself. You know where we are.

READY TO TRANSFORM YOUR TEAM'S LEARNING?

Experiencing is believing. Don't wait for a breach to test your team's capabilities. Get ahead of cyber threats by making your training as dynamic and unpredictable as the attacks themselves.

Connect with us today to explore how our experiential learning programs can empower your team to respond faster, smarter, and with confidence. Whether it's through our cyber escape rooms, bespoke scenarios, or interactive workshops, we've got the tools to turn your team into cyber security champions.

INFO@CYBERESCAPEROOM.CO

REFERENCES.

BECAUSE LET'S FACE IT—WHEN YOU'RE DEALING WITH CYBER SECURITY, 'I HEARD IT SOMEWHERE' JUST WON'T CUT IT. HERE'S THE PROOF, STRAIGHT FROM THE EXPERTS!

- Retention Rates: [National Training Laboratories' Learning Pyramid](#)
- Engagement Levels: [University of Michigan Study on Experiential Learning](#)
- Job Performance and ROI: [ASTD Report on Training and Development](#)
- Reduced Training Time: [Training Magazine on Experiential Learning](#)
- Employee Retention: [Deloitte Study on Employee Retention](#)
- Cyber Security Incident Costs: [IBM 2023 Cost of a Data Breach Report](#)





GAME ON

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