



CLOSING THE CYBERSECURITY SKILLS GAP IN 117 DAYS

Client
BT

Service
Employer Brand, Creative
and Employee Engagement

Sector
Telecommunications

Location
UK

Awards
EBMA, Firm, RAD

humanmagic.com

The Challenge

Cybersecurity skills gap? Most companies post job ads and cross their fingers. BT teamed up with Human Magic and CAPSLOCK for something better. Much better.



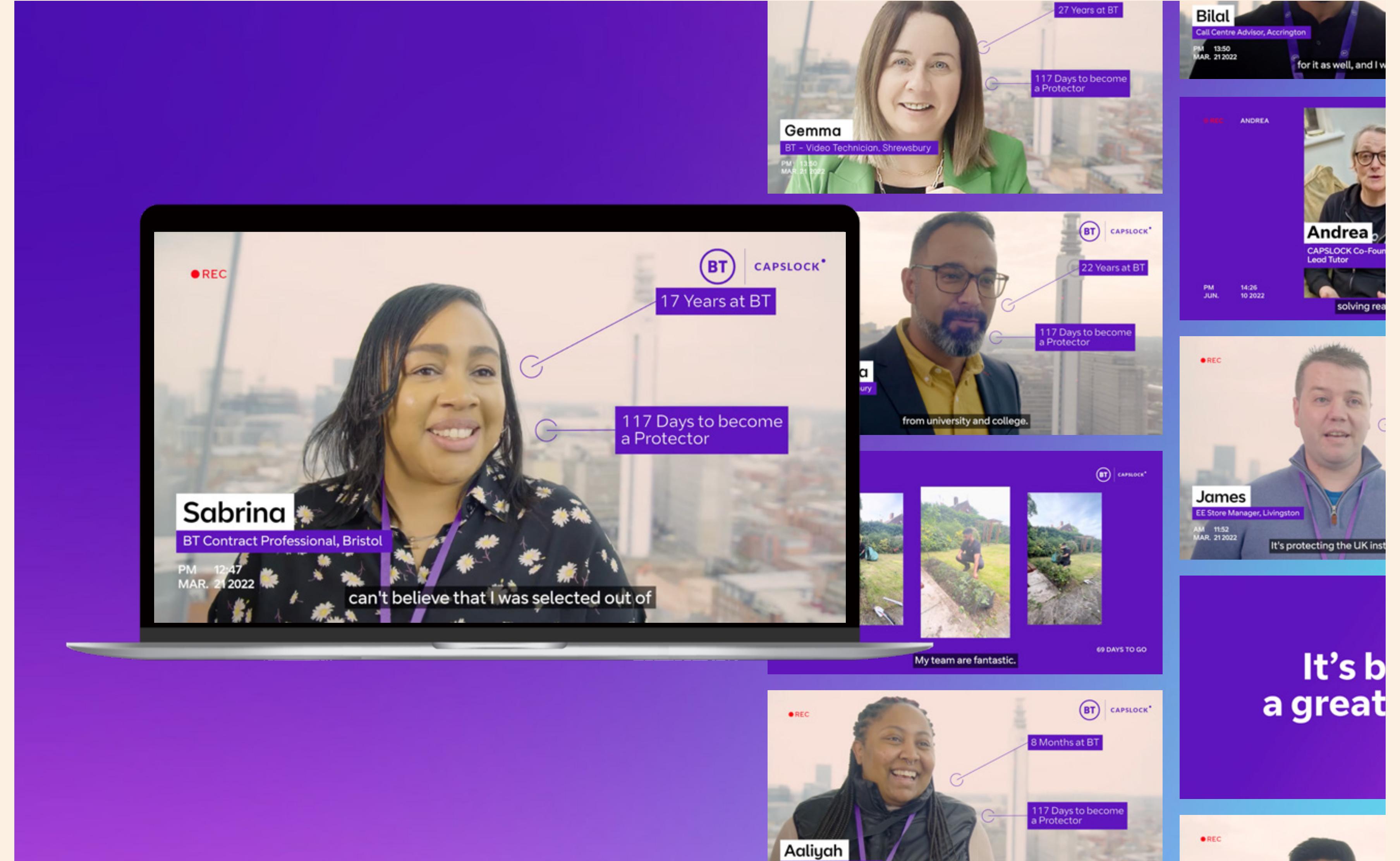
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human
magic  

The Approach

We expanded our award-winning “BT: We Are the Protectors” employer brand with “117 Days to Become Protectors”—a video series following 30 employees on their journey from call centre to cyber heroes.

This wasn’t your usual corporate content. It was raw and refreshingly honest. Employees captured their struggles and triumphs through vlogs and time-stamped scenes. The result? Life-changing content (literally).



The Results

The programme took off fast, with just shy of 1 million monthly web visitors, and senior leaders who couldn't post about it fast enough. We unearthed retail and customer service staff ready for their next chapter.

- **200 applications** battled for 30 spots in the first group—40% from women and ethnic backgrounds (in cybersecurity, that's revolutionary)

- **Every single graduate** landed a cyber role at BT

- By 2023, applications **exploded to 1,200** (a 500% increase)

- Graduates averaged **86% scores**

The impact was so dramatic that “The CAPSLOCK Effect” entered BT’s vocabulary. Even Gartner analysts—not easily impressed—called it “the only reskilling program from any global organization with such a compelling story and results.”

BT has since taken the show on the road. In India, “Future Protectors” pulled in 550 applications for 30 roles.

