MICHAEL REIMER.AI

Scam-Safe Service Headline Bank

AI INNER CIRCLE · WEEKLY INTELLIGENCE

1. **Formula: When [risk] reaches [channel], is your team ready?**
   Example: When a suspicious request reaches your inbox, is your team ready?

2. **Formula: Give your team a clear plan for [high-stakes moment].**
   Example: Give your team a clear plan for suspicious customer messages.

3. **Formula: Detecting the issue is only step one. What happens next?**
   Example: Flagging a scam is only step one. What happens next?

4. **Formula: Turn [confusing event] into a repeatable response.**
   Example: Turn a reported phishing message into a repeatable response.

5. **Formula: The [number-free] system for handling [specific risk].**
   Example: The practical system for handling suspicious payment requests.

6. **Formula: Keep [sensitive information] where it belongs while improving [outcome].**
   Example: Keep private conversations where they belong while improving scam response.

7. **Formula: Build the workflow before the next [risk event].**
   Example: Build the escalation workflow before the next impersonation attempt.

8. **Formula: Your staff should not improvise when [event occurs].**
   Example: Your staff should not improvise when a customer reports a scam.

9. **Formula: From [trigger] to [desired response], without losing context.**
   Example: From suspicious-message report to staff review, without losing context.

10. **Formula: A safer response process for [buyer type].**
    Example: A safer customer-message response process for financial advisers.