

Cybersecurity in the Age of AI

How to Spot the Scams Before They Spot You

A practical, non-technical guide to recognizing AI-enabled scams



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Translates cybersecurity risk into practical, human-centered decisions — decisions — helping people pause, verify unusual requests, and report report concerns early.

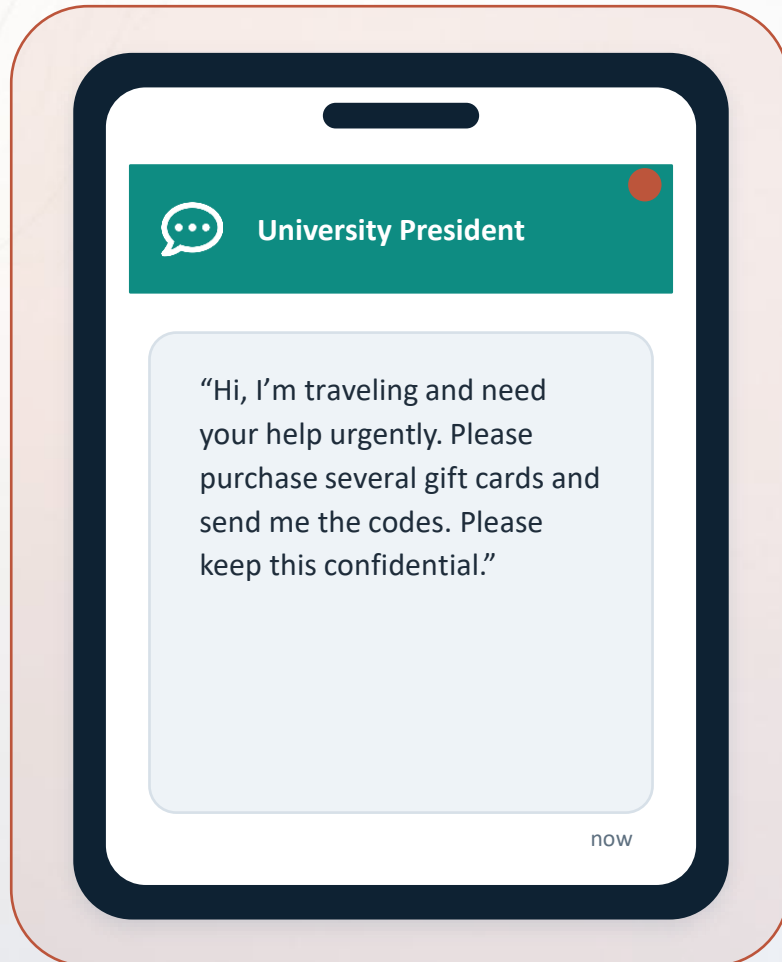
- Nearly 30 years as a security leader and practitioner
- Former CISO, UNLV
- Cybersecurity leader, U.S. Army

WHAT I'LL HELP YOU DO TODAY

Turn instinctive reactions into deliberate, safer decisions.

Would You Trust This?

A familiar request can still be a scam



What would make this request suspicious?

Urgency, secrecy, an unusual payment method, and an unfamiliar sender are all worth a second look.

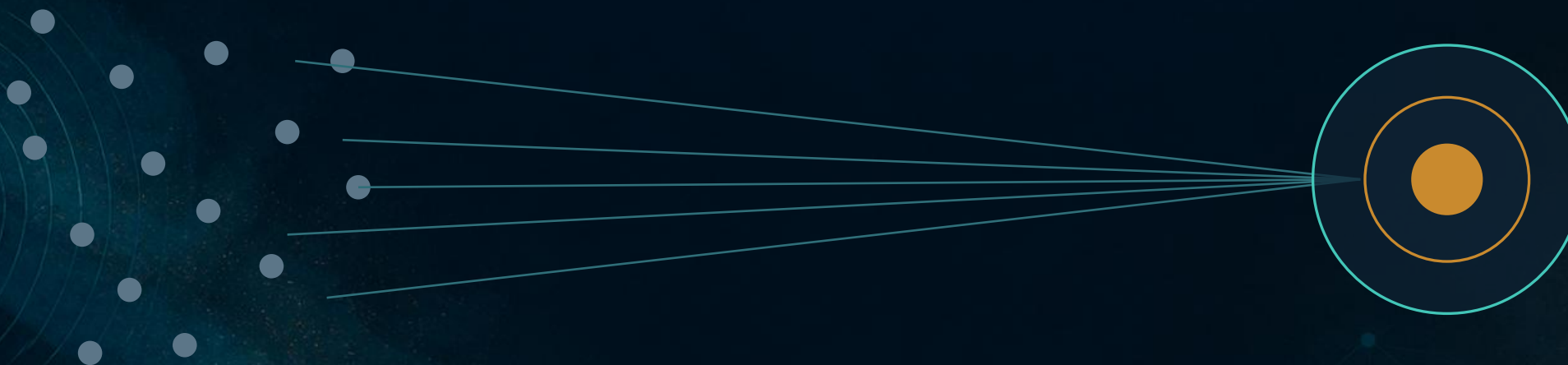


What would you do next?

Slow down and confirm through a channel you already trust before acting — never through the message itself.

AI Has Changed the Economics of Scams

Scams are now easier to personalize and scale



BEFORE

Generic, mass bulk scams

Obvious errors, one-size-fits-all, easy to ignore

NOW

AI-personalized scam campaigns

Tailored to you, polished, and produced at scale

1

Natural, polished writing

2

Personal details from public sources

3

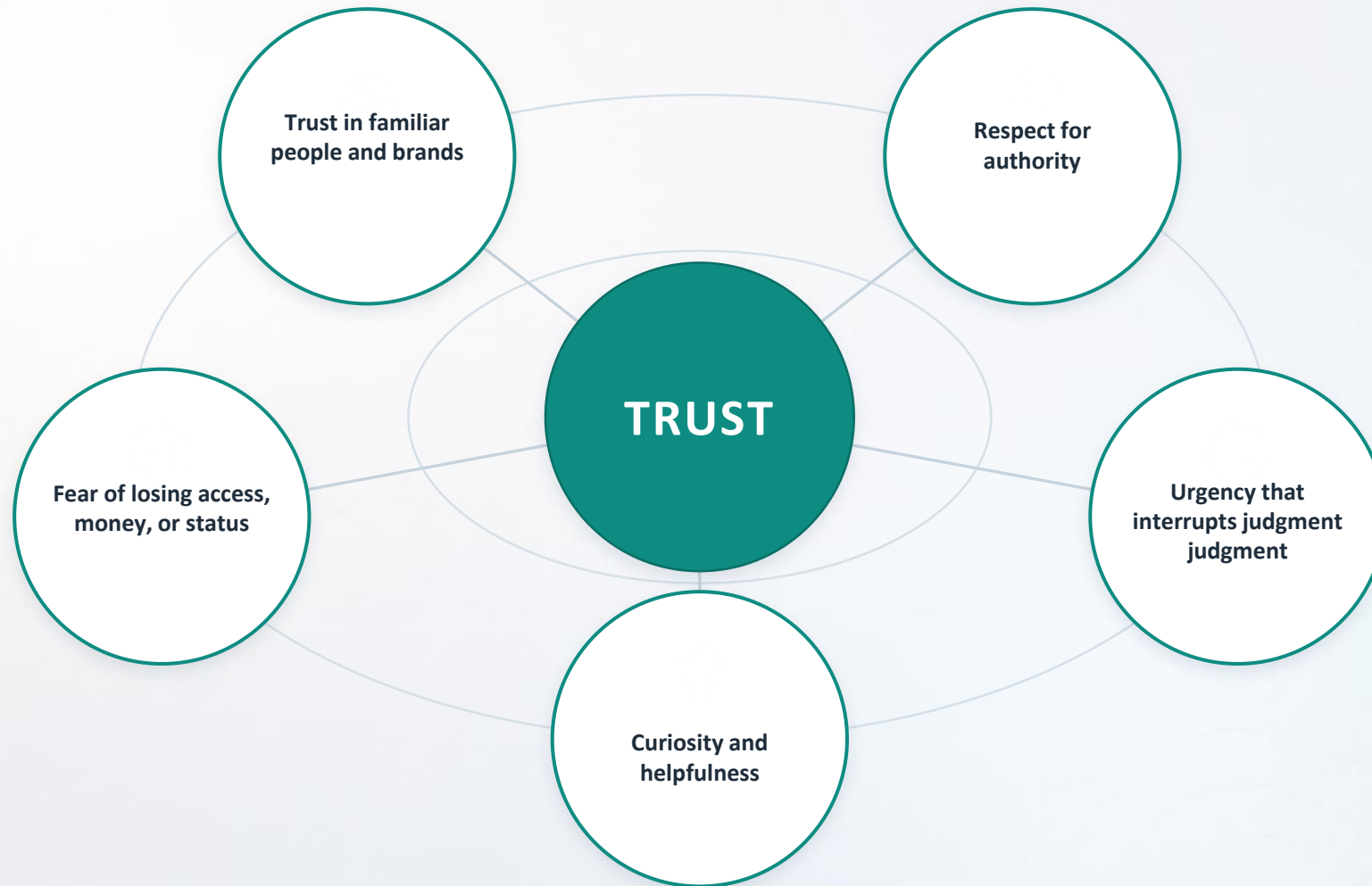
Familiar names, brands, and work context

4

Faster creation and wider reach

Human Trust Is the Target

Attackers manipulate decisions before they manipulate systems



The Modern Scam Toolkit

Familiar scams now arrive through more convincing channels



Polished Does Not Mean Legitimate

Grammar and branding are no longer reliable tests

From: IT Support <it-support@secure-portal.co>

Subject: Action required: verify your account today

Hi Alex, we noticed unusual activity on your account. Please review the attached statement and confirm your details using the secure link below within 2 hours to avoid suspension.

[Verify account now](#)

statement_final.pdf

1

Sender

Look past the display name at the real address

2

The request

What are you actually being asked to do?

3

The link

Where does it truly lead?

4

Urgency

Why the pressure and the deadline?

5

Attachment

Were you expecting this file?

Examine the Request

High-risk requests deserve a verification step



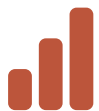
These asks raise the risk signal — slow down and verify before you act



Send money or buy gift cards



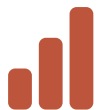
Share a password or MFA code



Open an unexpected attachment or link



Change banking or payment details



Share confidential information



Bypass a normal approval process

Voice and Video Are Not Proof

Familiar voices, faces, and caller ID can be imitated

Phone call



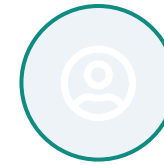
Voice cloning can create false confidence

Video meeting



Faces and profile images can be manipulated

Social profile



Display names and accounts can be spoofed



The lesson isn't to spot every fake. Compromised accounts can send genuine-looking messages — so verify any unusual request outside the original channel.

Which Photo Is AI-Generated?

QUIZ 01

Vote before the reveal

A



B



Which Photo Is AI-Generated?

QUIZ 02

Vote before the reveal

A



B



Which Photo Is AI-Generated?

QUIZ 03

Vote before the reveal



Which Photo Is AI-Generated?

QUIZ 04

Vote before the reveal



Urgency Is a Tactic, Not Evidence

Pressure phrases are a signal to slow down



Press pause

"Act now."

"Keep this confidential."

"The normal process doesn't apply."

"I need the code immediately."

"You're the only person who can help."

Scams Try to Keep You in System 1

A pause creates space for System 2 thinking



System 1

Fast and automatic

- Acts on urgency
- Trusts familiar signals
- Responds before checking



PAUSE

Create a moment of distance

Ask: *"What is being requested?"*



System 2

Slow and deliberate

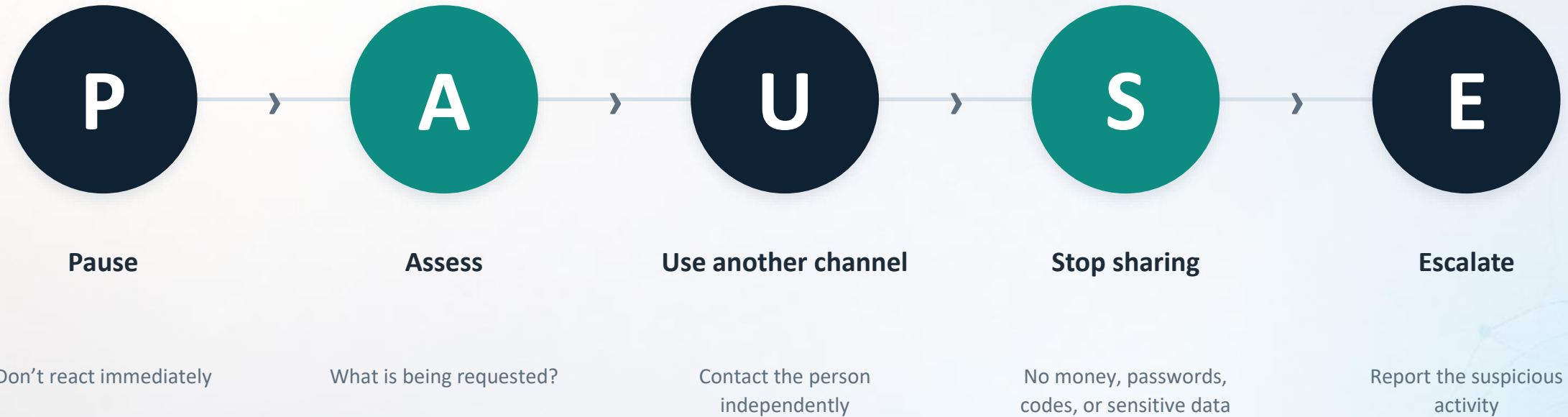
- Assesses the request
- Verifies independently
- Decides with context



Attackers want a reaction. Your pause turns it into a decision.

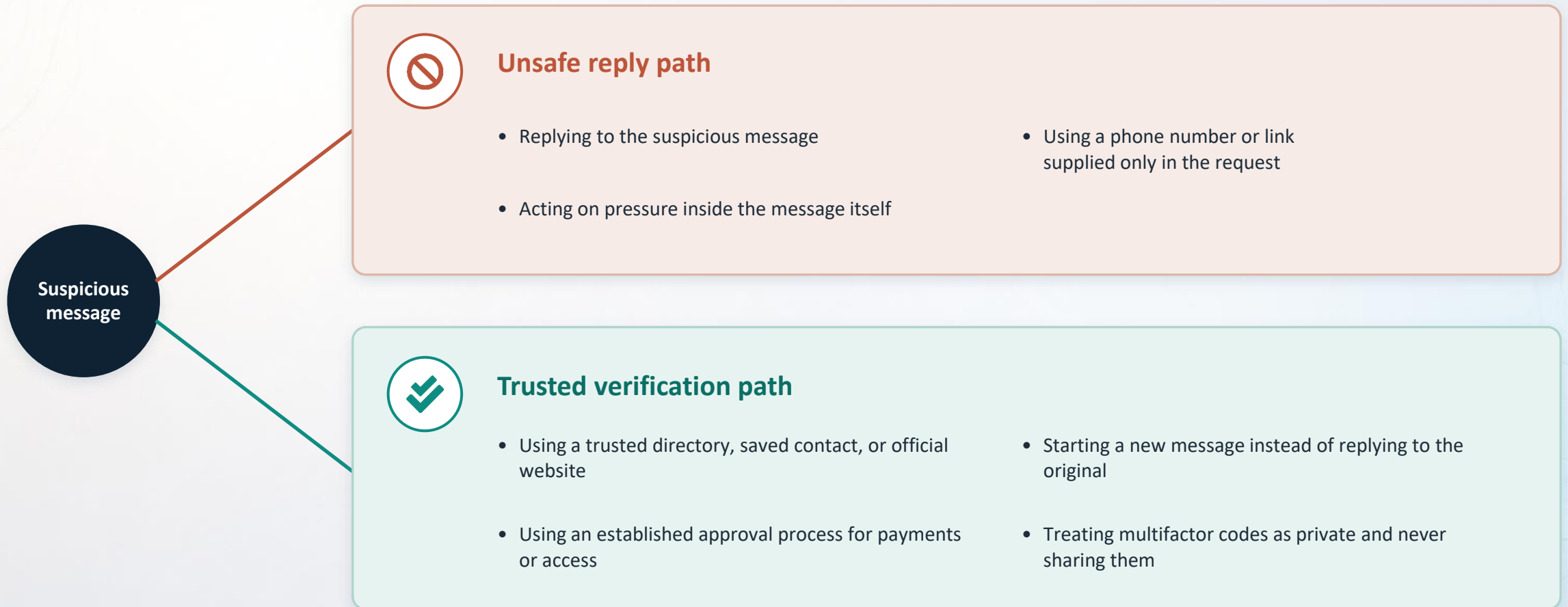
PAUSE Before You Act

Five steps interrupt most scams



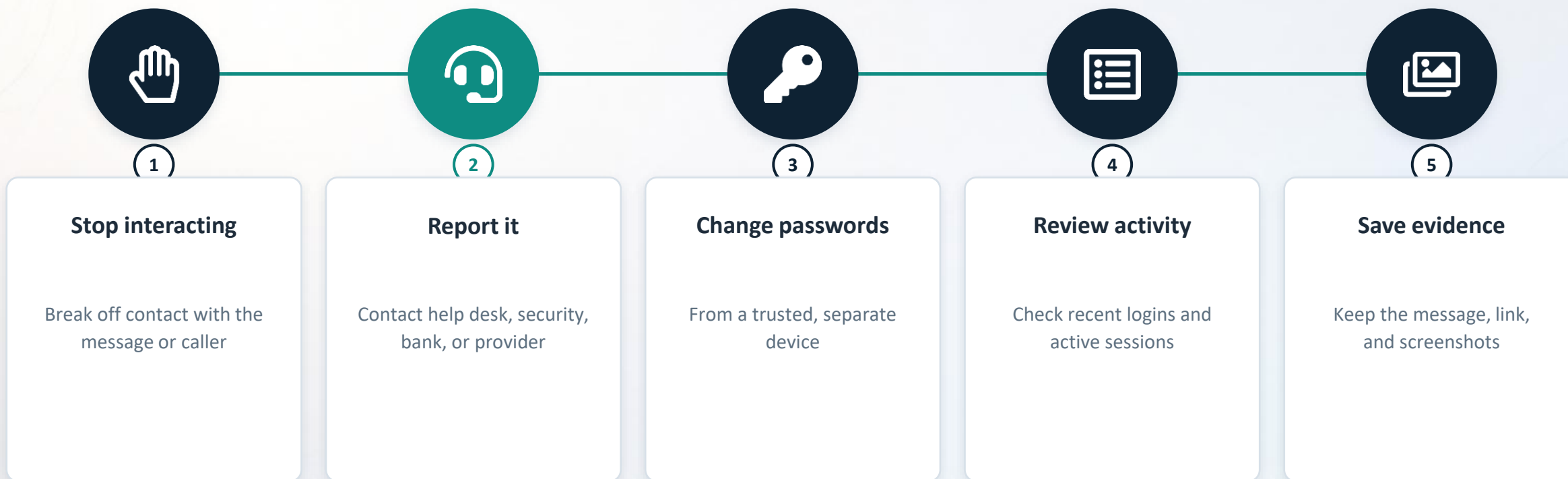
Verify Independently

A safe check must not rely on the suspicious message



If You Clicked, Act Quickly

Fast reporting can limit the damage



Report early — even when uncertain.

Everyday Habits Make Scams Harder

Six habits, one resilient personal-security routine



AI Helps Defenders Too

Technology plus human judgment is the strongest defense



Tools are strongest when people pause, verify, and report — combining people, process, and technology.

Three Habits to Remember

Slow down. Verify. Report.

01

Slow down

when a request creates pressure

02

Verify

through a separate, trusted channel

03

Report

early, even when uncertain

Trust, but Verify

The best defense is deliberate action

- ✓ Who is making this request?
- ✓ What exactly are they asking me to do?
- ✓ Why is it urgent?
- ✓ How can I confirm it independently?
- ✓ What is the consequence of waiting?



Questions and Discussion

What will you do differently the next time something feels urgent?

Share general scam patterns you've seen — *please don't share sensitive or personal data.*