



Thrive with EQ
Strengthening Leadership in STEM

Building Emotional Firewalls Against CEO Frauds

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Introduction to the course & why I am qualified to teach this course	Intro	Video
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1.1 Preparedness: Laying the Foundation for Your Emotional Firewall	1.1_Preparedness	Video
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2.1 Handout: CEO Fraud Red Flags Checklist	2.1_CEO_Fraud_Checklist	Doc
2.2 Worksheet: Resilience Journal*	2.2_Resilience_Journal	Doc
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Section 3: Conclusion		
3.1 Assessment: Course Recap and Next Steps	Conclusion	Video
About Your Instructor (written bio)	Bio	Doc
* Selected Preparedness, Resilience and Readiness Worksheets Add-Ons		



Course Introduction

1.1 A "Hook"

Ever had a moment of dread when you received an email from your CEO asking you to wire money or share sensitive information? You're not alone. What if you could instantly know whether it's a genuine request or a nefarious plot? That's the power of emotional firewalls.

1.2 Qualifications

- Hi, I'm Nadja El Fertasi, and I specialize in teaching emotional resilience in the digital age.
- With my extensive experience, I have trained C-suite leaders & their teams to build cyber resilience in a non-technical way.
- I've empowered numerous professionals across sectors to shield themselves and their organizations from the emotional manipulations commonly used in social engineering attacks.

1.3 Course Overview

- This course is designed to arm you emotionally and intellectually against CEO frauds.
- First, we focus on **Preparedness**, laying the foundation for your emotional firewalls.
- Next, we step into **Resilience**, honing your innate ability to sense red flags and diffuse situations.
- Finally, we build **Readiness**, making sure you're ever-alert and continually improving your defenses.
- Practical exercises and actionable insights are sprinkled throughout the course to cement your learning.

So, let's dive into this transformative journey!



2. Resources

2.1 Worksheets and Handouts

- **CEO Fraud Red Flags Checklist:** In the realm of cybersecurity, understanding the emotional triggers commonly used in CEO fraud can act as a first line of defense. Think of this checklist as a "weather forecast" for your emotions; it helps you identify the 'emotional clouds' that form when you're about to be duped in a CEO fraud attempt.
- **Resilience Journal:** Logging your emotional responses in various situations allows you to cultivate a fertile ground for better instincts and judgement. Over time, the resilience journal acts like your "emotional temperature," enabling you to grow stronger instincts that can act as your internal alarm system.

2.2 Further Recommended Readings

- "Influence: The Psychology of Persuasion" by Robert Cialdini
- "Thinking, Fast and Slow" by Daniel Kahneman
- "Emotional Intelligence" by Daniel Goleman

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3. Course Summary

3.1 What They Learned

You've mastered the art of Preparedness, Resilience, and Readiness to protect yourself and your organization from CEO frauds.

3.2 Why it Matters

In a digital age rife with deception, your emotional firewall isn't just a nice-to-have; it's a must-have.

3.3 How it Will Help Them Succeed

Armed with your newfound emotional intelligence and practical tools, you'll navigate your professional landscape with confidence and security.

4. About Your Instructor (Bio)

Nadja El Fertasi is a thought leader who has fused cybersecurity with emotional intelligence to pioneer human resilience in the digital age. With her unique approach and decades of experience, Nadja has empowered C-suite leaders to fortify their emotional firewalls, making businesses resilient against social engineering attacks. Her methods are not only innovative but also deeply rooted in the essence of emotional intelligence.



Course Introduction Script

Hello, I'm Nadja El Fertasi, the person behind Thrive with EQ. Welcome to your scam prevention course that I have designed to address a very specific but incredibly impactful issue: CEO Fraud. This form of social engineering is not just a challenge for IT departments but is very much a human problem that requires emotional intelligence to counter effectively.

This course is structured around a three-pronged approach: Preparedness, Resilience, and Readiness. Each component serves as a layer of your emotional firewall against CEO fraud and other social engineering attacks.

Section 1: Understanding CEO Fraud and Preparedness

Introduction

Welcome to the first step in our journey: Preparedness. In this section, we dissect CEO fraud to understand its anatomy. Our focus is not just on what it is but also on why and how it occurs. This will help lay the groundwork for your emotional firewall.

What is CEO Fraud?

CEO Fraud involves a scammer posing as a high-ranking executive within your company, typically the CEO, and asking employees to transfer funds or share confidential information. It's a blend of social engineering and deceptive storytelling.

Worksheet: Getting to Know Your Blind Spots

Before we move further, let's get to know your blind spots. Here are some key questions to ponder:

- What emotions surge within you when you receive an urgent request from higher management? Fear, anxiety, or maybe excitement?
- What communication protocols are currently in place? Are they resilient enough?

The answers to these questions will become crucial components of your emotional firewall.



CEO Fraud Examples and How To Recognize Them

Let's discuss a real-life case where a CFO received an email, supposedly from her CEO, asking for an immediate transfer of \$50,000 to secure a critical business deal. The email looked authentic, but the tone felt slightly off. This subtle gut feeling is where your emotional firewall first comes into play.

Section 2: Building Resilience

Introduction

Now that we've laid the groundwork for understanding CEO fraud, let's construct your emotional firewall. Resilience is the mortar that holds the bricks of your firewall together.

The Emotional Cost of CEO Fraud

Imagine the toll it takes on someone who unwittingly becomes a part of such a fraud. The guilt, the self-doubt, and the skepticism that follow can have far-reaching consequences on one's emotional well-being.

Tools for Emotional Resilience

1. **Emotional Self-Awareness:** Being present allows you to recognize when something feels 'off'.
2. **Empathy:** Understanding your own emotional triggers can help you understand the motives behind these social engineering attacks.



Section 3: Building Readiness

Introduction

This is the final layer of your emotional firewalls: Readiness. This is all about taking what you've learned and applying it practically.

Real-world Strategies for CEO Fraud Prevention

1. **Two-Factor Verification for Financial Transactions:** Implement this as a mandatory step for all financial transactions within the organization.
2. **Regular Emotional Intelligence Workshops:** Empower your employees to be emotionally intelligent in recognizing and dealing with social engineering attacks.

Case Study: Shielding from CEO Fraud

Scenario

You are a financial controller, and you receive an email asking for an immediate transfer of \$100,000 for an investment opportunity that is 'too good to pass up'. The email even includes an NDA attachment. What do you do?

Key Points to Consider

1. **Communication Patterns:** Is this how your CEO usually communicates urgent matters?
2. **Emotional Resilience:** Use your emotional intelligence to evaluate the urgency and the possible fear of missing out.



Sample Preparedness, Readiness, and Resilience Quiz

Before you go, let's evaluate your understanding with this sample quiz that integrates emotional intelligence:

Preparedness: When receiving an urgent email request for a money transfer, what's the first emotional trigger you should be aware of?

- A) Excitement at the investment opportunity
- B) Fear of disappointing the CEO
- C) Skepticism toward the urgency
- D) Other

Readiness: Which emotional intelligence skill would be most effective in preventing falling for CEO Fraud?

- A) Self-awareness of your triggers
- B) Emotional regulation under urgency
- C) Empathic understanding of a scammer's tactics
- D) Other

Resilience: When you feel the emotion of "Fear of Missing Out (FOMO)" on a lucrative opportunity presented in an email, what emotionally intelligent response should you employ?

- A) Pause and reflect on the emotion
- B) Consult a trusted colleague for emotional support
- C) Ground yourself through mindful breathing
- D) Other

Bonus Question: Which layer of your emotional firewall best equips you to recognize and handle emotional triggers like urgency or FOMO?

- A) Preparedness
- B) Readiness
- C) Resilience
- D) Other

Take a moment to complete this sample quiz. It will help you reinforce what you've learned and identify areas for future growth in emotional intelligence.



Summary and Next Steps

Congratulations! You've completed this course and are now equipped with a powerful three-layered emotional firewall to defend against CEO Fraud.

The Preparedness section equipped you with the awareness to recognize the threat; the Resilience section provided you with the emotional tools to handle it, and the Readiness section has given you actionable steps to prevent it.

Your journey towards building a robust emotional firewall against CEO Fraud starts now. Implement what you've learned, empower those around you, and become a beacon of emotional resilience in your organization.

Thank you for taking this course, and I wish you success and emotional resilience in your future endeavors.

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