

A person wearing a dark hoodie is shown from the chest up. Their face is obscured by a complex, glowing blue digital network of lines and nodes. Their right hand is raised, palm facing forward, with fingers spread. The background is dark with a similar glowing blue digital network pattern. The overall aesthetic is futuristic and technological.

BREAKING THE MOLD

Rose Murillo & Emrys Gravel



UNDERSTANDING

Knowing the ABC's of the Fraud Prevention Approach:

- Adaptive Advances
- Breaking Stereotypes
- Communication Tactics

ADAPTIVE ADVANCES

- “New Age” Strategies
- Structure/Re-Alignment
- Technical/Vendor Advances
- Strategic Planning



BREAKING STEREOTYPES

- Relatability
- Causality
- Education
 - Types and Variables
- Learning & Development Tactics

COMMUNICATION TACTICS

- Visual/Audible/Kinesthetic
- Traditional vs Unorthodox
- Social Media
- Community Education
- Law Enforcement Involvement





THE WAY TO GET STARTED
IS TO QUIT TALKING AND
BEGIN DOING.

Walt Disney



Rose Murillo
Enterprise Fraud Management
Fraud Operations Manager
rmurillo@rbfcu.org

Emrys Gravell
Enterprise Fraud Management
Fraud Operations Assistant Manager
egravell@rbfcu.org