

#4 Weekly launch post: Deepfakes

Week 4: Deepfakes

A deepfake is audio, video or imagery created or altered with AI to make someone appear to say or do something they did not.

⚠️ We now live in a reality where a familiar face or voice is no longer proof. I would still verify the request before treating it as approval.

⚠️ Example: A leader appears in a video message and asks you to share a confidential document immediately.

👉 Your action: If the request involves sensitive information, access or a change to the usual process, verify it through a channel you already trust.

🎮 This week's challenge is **The Fake Proof**. Decide whether the message from a leader is genuine and spot the red flag before you act.

👉 Take 3 minutes to inspect this week's scenario and collect your final **Red Flag Card**.

[Take the challenge]

🎧 Listen to **Ep. 4: The Fake Proof** to hear how AI-generated video and voice work and how to verify what you receive.

[Listen now]

The proof is in the process.