

Episode 27

Best Practices

The Human Firewall Explained



Stop Saying "You Fell For It"

We never tell a burglary victim they fell for it. Blame language makes people hide mistakes instead of reporting them.



Zero Mistakes Is Impossible

Nobody is immune to a well-timed scam. The goal is catching mistakes before they become incidents.



Reporting Rate Beats Click Rate

A falling click rate can mean anything. A rising reporting rate means people are noticing and trust you enough to speak up.



Culture Before Certification

Certifications are only worth the paper they're written on if the people behind them understand their role.