PLAYBOOK

Deepfake Video Maker

Making a short deepfake of a familiar leader, with their permission, and using it to change how employees treat what they see.

The Deepfake Video Maker turns your own recording into a video in another person's face and voice. This playbook covers permission, how to make a video that teaches, three sessions built around one, and how awareness leads, the executive office and partners use it.

01 READ FIRST

Permission and disclosure

A deepfake video borrows a real person's face and voice. These commitments hold for every video.

The person agrees

Get written agreement from the person whose face and voice are used, for the named sessions, before you make anything.

Accept the notice

Every generation shows an authorisation notice that must be accepted. Accept it only when that written agreement exists.

Tell every viewer

Follow the usage guidelines on each video: every viewer knows, by the end of the session, that it was AI-generated.

Delete when done

Videos are stored privately. Delete each one from the library when the sessions it was made for are over.

WHAT A VIDEO NEVER SAYS No threats, extortion, bribery, harm to anyone, or anything built to cause distress, and nothing the person would not say in a real company message. Keep the script to the kind of request the session is about.

02 MAKE A VIDEO THAT TEACHES

Four choices that decide how it lands

1

Write a short, ordinary message

The words come from your recording, so write them first. Fifteen seconds is enough for most lessons, and sixty is the limit.

2 **Record it well**

Record in the browser or upload a clip: face the camera, even light, one speaker.

3 **Pick the mode**

Standard for a quick clip; High Quality for a large screen; Advanced when hair, features or clothing must match the photo.

4 **Prepare the reveal**

Download the side-by-side or picture-in-picture version as well, to show the room what changed.

> **RULE OF THUMB** The best fake is boring: a familiar leader, an everyday request, a normal setting. Add the office or street sound to the download to make it feel recorded in the field.

03 WORKED EXAMPLES

Three sessions built around one video

Each example names who makes the video, who sees it and what a strong response looks like.

EXAMPLE 1 · AWARENESS SESSION, RUN BY THE AWARENESS LEAD

The chief operating officer asks the regional teams to switch payroll provider

Regional operations | Town hall | Persona: chief operating officer

THE SETTING	A quarterly town hall for 200 employees. The chief operating officer agrees to lend his likeness for this session.
THE VIDEO	The awareness lead records a twenty-second message, adds the officer's photo and his cloned voice, and downloads it in High Quality with office background sound.
STRONG RESPONSE	The room asks how they would check a change like this, and names the intranet page or the manager they would ask.
AFTERWARDS	Play the side-by-side version, then delete the video from the library.

EXAMPLE 2 · BOARD BRIEFING, RUN BY THE CISO

The chair announces a decision the board has not taken

Board | Risk committee | Persona: chair

THE SETTING	The CISO is asked to brief the risk committee on deepfake fraud. The chair agrees to appear in the video and keeps it a surprise.
THE VIDEO	A fifteen-second Standard clip of the chair approving an acquisition, made from the CISO's own recording.
STRONG RESPONSE	The committee agrees which decisions are never acted on from a video or a call alone, and who checks them.
AFTERWARDS	Minute the decision, so the briefing is evidence of a control, not only a demonstration.

EXAMPLE 3 · CLIENT WORKSHOP, RUN BY A CONSULTANCY

Opening a client's deepfake readiness workshop

Client leadership | Workshop | Persona: client's finance director

THE SETTING	A consultancy opens a half-day readiness workshop. The client's finance director agrees in writing to the use of her likeness.
THE VIDEO	The consultancy makes the video from the client's workspace, under its own partner account, and downloads the picture-in-picture version for the debrief.
STRONG RESPONSE	The client's team spots the fake within the first minute and explains how, then agrees what would still have got through.
AFTERWARDS	Delete the video when the workshop ends and say so in the workshop report.

04 FOR AWARENESS AND HUMAN RISK LEADS

Show it, then teach the check

A video changes what employees believe a fake looks like. Follow it with the routine you want them to use.

- Play the video before you explain anything, and ask the room whether it was real.
- Show the comparison version, so the lesson is what was changed, not that fakes exist.
- Finish with one routine: pause, hang up or close the message, verify on a channel you already have.

WHAT TO WATCH FOR A room that leaves thinking fakes are easy to spot. Make the next video harder.

05 FOR THE BOARD AND EXECUTIVE OFFICE

Lend a likeness, set the rule

Leaders are the faces attackers borrow. Lending yours to a training video is the strongest message a leader can send.

- Agree in writing which sessions the video is for, and ask for it to be deleted afterwards.
- Use the session to set a rule: which requests from you are never acted on without a second check.
- Tell your assistants and direct reports first, so the rule reaches the people most likely to be called in your name.

> **WHAT TO WATCH FOR** Leaders who lend a voice but not a rule. The video is wasted if no one knows how to check a real request.

06 FOR CONSULTANCIES AND MSSPS

Open every engagement with the client's own leadership

Partners make videos from each client's workspace, under their own partner account and branding.

- Get the client's written agreement for every likeness, and record it in the engagement file.
- Keep each client's videos in that client's workspace, never in your own.
- Delete the videos at the end of the engagement; deleting a video removes its files.

> **WHAT TO WATCH FOR** A video reused for a second client. Every client gets its own faces, made with its own agreement.

See it on a call with your own team. Book a walkthrough at www.callstrike.ai

DEEPFAKE VIDEO MAKER · NOVEMBER 2026