

## 2025 Board of Directors



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### Message from

George Gergis, CLI

INspi Board Chairperson

### *INVESTIGATOR'S THOUGHTS ON CHANGES AHEAD*

As an investigator with a history of leadership with many organizations, a line of inquiry consistently sent my way relates to thoughts of what changes are coming for investigators. As investigators, we seek the truth, document the truth, and present the truth. We are not the ones responsible for technological advances; however, throughout the history of our profession, we are the ones that harness technologies to enhance our investigative methodology, and to assist in gathering and analyzing information to get to the truth of a matter.

We now stand on the brink of another technological transformation—this time driven by artificial intelligence (AI). The parallels to past disruptions, from the printing press to the internet, are clear: those who adapt and harness new technologies thrive, while those who resist risk being obsolete. It is not if we are going to get onboard, it's when, because eventually we will all be riding this technology.

AI is rapidly reshaping investigative work by automating repetitive tasks, analyzing vast quantities of digital evidence, and uncovering patterns that might otherwise remain hidden. This shift allows professionals to dedicate more time to core human skills, such as critical thinking, creativity, communication, and collaboration, which remain irreplaceable in the investigative process.

Personally, my belief is that the key to harnessing AI is to double down on the core human skills. Allow the machines to do what machines do and use the machine to enhance human skills. After harnessing a horse, a cowboy controlled

the horse, not the other way around. If investigators are to remain in business and keep their jobs, we must start learning to ride.

Professional associations have long guided investigators through evolving landscapes, keeping their members at the forefront of professional standards and technological progress. As artificial intelligence continues to advance, a sole practitioner may no longer get away with limited or no continuous education, or no interactions with professional associations. These organizations provide resources, education, and a collaborative community that helps investigators not merely adapt but excel. Through membership, investigators gain access to cutting-edge training, connections with seasoned colleagues, and a steadfast commitment to ethical excellence—attributes that are more vital than ever in an AI-driven world.

By joining a respected professional association, investigators position themselves to harness emerging technologies, strengthen their core skills, and remain indispensable. Now is the time to invest in your professional future—embrace innovation, deepen your expertise, and collaborate with your peers to guide the field of legal investigation into its next exciting chapter.

I personally invite you to join INspi and invite you to review and learn from our newly formed INspi Pro Academy. The INspi Pro Academy is one of the great benefits offered by INspi. Explore even more at [www.indianainvestigators.com](http://www.indianainvestigators.com)

# New Members & More

We are delighted to welcome a new member to INspi, joining us in May. We look forward meeting you and working together!

**Kyle W. Vottero**  
Vottero Investigation Professional Inc.  
Portage, Indiana

## INspi Pro Academy

Available Now!

**DATING APP, SOCIALS, FINANCIAL APPS**

**E-Chatter**

<https://vimeo.com/1076412194/f1f1a77511>

**NUANCES OF INDIVIDUAL DUE DILIGENCE  
LOCATES, BACKGROUNDS, AND ASSETS & LIABILITIES**

**Associates in Forensic Investigations**

<https://vimeo.com/1080532369/c79adf7c20>

Would you like to be part of the “**Member Spotlight**” series? Many of you may not be aware of the wide range of skills that are represented by our members. In order for us to learn more about our colleagues, the newsletter has featured INspi members in the last several issues and we would like to add more to our library of “interviews.” If you would like to be a part of this series, please contact Jan Fye, INspi Executive Administrator, at [admin@Indiana-investigators.com](mailto:admin@Indiana-investigators.com) to discuss this opportunity.

Remember, it's not too early to mark your calendars for the **Holiday Dinner Celebration** coming in December.

**December 6, 2025  
6-10pm  
Four Winds Casino South Bend**

# Business Mistakes That Trip You Up

By Kelly Riddle, Kelmar Global, President

Operating a business is generally not a skill that private investigators have in their toolbox when they open their PI agency. While being a good investigator will provide an income and a great deal of satisfaction, how a person is able to navigate the daily business requirements will determine if you make it past the magical three-year success milestone. There are key mistakes that prevent or reduce an investigator from reaching the “next level” of success. Some of these are self-inflicted limitations while others are simply a lack of exposure or experience.

Initially, a person’s sights are set on getting a new case, doing a great job and getting paid for that work. Rightfully so, however, few thoughts are given to expanding the business. Survival is the primary goal, although somewhat short-sighted. From the very beginning, you should set up the business with expansion in mind. Obviously, marketing is one of the key elements and will be reserved for a different article. The idea of expansion involves how to take what you are doing and multiplying it over and over again to increase your case load and your financial returns. This involves that ability to manage the increased workflow. Using a paper file comes with lots of shortcomings including storage, security, inability to access remotely and others. While an Excel filing system is a better alternative, it still does not provide features available in a secure on-line case management system. There are several good case management systems on the market that allow you to brand them to your company and logo. They are secure, provide the complete ability to set up clients, upload notes, reports, video and all types of documents as well as manage your expenses that transition into invoices. This is very professional, easy to use and provides the ability to add unlimited cases, investigators, case managers and clients. They also provide statistical data about your business that helps you measure your business benchmarks.

The majority of private investigators go through the process of getting licensed and starting a business with no forethought of what to do afterwards. A business plan is a great tool to help you focus your energy and project where you want to head. Even if you are a one-person operation, a business plan should be written that identifies how you want to expand, where you geographically want to expand, what types of cases and clients you will market and your strategies for reaching these goals. In doing so, you are not just wandering through the wilderness blindly but instead have a pathway for moving forward. Once you achieve the majority of the goals outlined in the first business plan, a second plan needs to be developed, and the process continues as the business grows.

I often hear agency owners say that they pay their investigators 50 or 60 percent of the hourly rate. While that is generous, it is not realistic and does not follow business practices. The “one-third” rule should be established at the onset of the business and will help streamline the business. Based on the one-third rule, you should have one-third of your income go to expenses, overhead such as insurance, licensing, office, etc.; one-third should be for payroll and staff while the final one-third should be profit. This also means that the only way to give staff a raise above the one-third rate is to increase your hourly billing rate. This should be reviewed periodically anyway and provides an incentive to increase this amount. Business owners should also treat themselves like an employee. You should set up regular payroll cycles whether weekly or bi-weekly and pay yourself just like you do any other employee.

Time management is a key area where many fall short. As in all things in life, a balance has to be achieved between work, family and other responsibilities. When a person is first starting their business and beginning to get busy, time must be intentionally set aside to market potential clients. Whether busy or slow, marketing is a must and in doing so you will have less slow rollercoasters. Part of time management is not procrastinating. When you put off doing reports or other tasks, you will inevitably have more work come in and this will push the things you don’t like to do further down the to-do list.

# Business Mistakes That Trip You Up (cont.)

I often get questioned about having a case manager. When I first started my business in 1989, I thought of myself as a PI who happened to be a businessman. I now consider myself a businessman that happens to be a PI. At the core of the question is, "how big do you want to grow"? If you do want to grow your business, at some point you will have to step into more of a CEO and administration role and less of an investigator's role. That is difficult as we all got into this profession because we love doing investigations. I have seen many people miss the curve (or opportunity) to grow because they wouldn't make this transition. You are already acting as a case manager, but you need to intentionally hand off cases to other investigators so that you can work on quality control, marketing and business growth. This can be a part-time transition that should progress into an increase in business requiring a full-time case manager.

An additional mistake that hampers business growth is being too focused on a single type of investigation. As we saw during the pandemic, if you only do criminal investigations and the courts get shut down, business is cut off as well. That also means not being too reliant on only one or two clients as well. Diversity will help your business develop and flourish as well as give your investigators more opportunities to develop professionally.

While there are many more common pitfalls, watching out for some of these more common mistakes will help you to grow your business without having to endure unnecessary traps along the way. Experience is a valuable tool but avoiding hurdles will allow upward mobility at a less challenging pace!



"I followed what Kelly said, and it worked!"

***Watch for Kelly's training video that will be available on INspi Pro Academy in August!***

# Member Spotlight—Erin Bradberry



**Tell us a little about your and your company.** Hi there! I'm Erin E. Bradberry, a licensed private investigator since January 2024 and the owner of Bradberry Investigations LLC. You might've seen us around under our original name, Bradberry Process Services—that's the name we started with when the company was founded back in May 2022, and it's still how we're known to many.

We got our start primarily in process serving, and that's been our main focus from the beginning. But since obtaining my PI license, we've been steadily expanding into investigations too—taking our time to grow that side of the business the right way.

Whether it's serving papers or looking into the details that matter, I bring the same commitment and care to every job.

**How long have you been a member of INspi?** I've been a member of INspi since January 2024, right around the time I got my private investigator license.

**How has INspi been helpful to you?** I've been a member of INspi since 2024, so I'm still pretty new to the organization. But I'm really looking forward to building my experience in investigations and connecting with others in the field. With the training and resources INspi has already provided, I feel like I've got a solid foundation—and I'm excited to keep growing from here.

**What inspired you to become a private investigator?** When it comes to what inspired me to get into private investigations, I think back to my younger years watching shows like *The Rockford Files* and *Magnum P.I.* My mom was a huge influence, too—she had a real passion for the criminal justice world and used to call it “living on the edge”. That energy definitely stuck with me.

Even as a kid, I was always curious—always wanting to know the why and how behind things. And believe it or not, research has always been one of my favorite things to do. I know it sounds a little nerdy, but even in college, I loved digging into research papers just so I could figure stuff out. There's just something satisfying about turning the unknown into the known.

I'm the youngest of three—and the only girl—about four years younger than my closest brother. So, growing up, I got pretty good at keeping myself entertained and living in my own little world of imagination. I'd spend hours playing house, setting up Barbies, or taking care of my Cabbage Patch dolls, just lost in my own stories.

That imagination actually stuck with me. It helps me step into different scenarios and see things from multiple perspectives—something that's definitely comes in handy in the world of investigations. Being able to think creatively and look at things from all angles makes a real difference.

**What is the most interesting case you have worked on?** To get my license, I worked under licensed private investigators and combined that hands-on experience with my education and background in other areas. It's given me exposure to a wide range of situations, but I still consider myself a baby investigator—just getting started and always learning.

I'm especially looking to gain more experience with interviewing and locating people—whether that's witnesses, victims, or others connected to a case. Most of my work so far has been on the civil side, but I'm definitely open to digging into criminal cases too.

**What is the most challenging case you have worked on?** I'm still looking to be challenged and pushed outside my comfort zone so I can keep learning and growing. I think being exposed to different types of cases, approaches, and ways of thinking from other investigators would be incredibly valuable. I'd really enjoy the chance to be part of that kind of learning—getting hands-on, seeing new perspectives, and continuing to build on what I've started.

# Member Spotlight—Erin Bradberry (cont.)

**What is your favorite part of being a private investigator?** I'm not sure I have one favorite part about being a private investigator—there are a lot of different things I really value and appreciate about it. I love the autonomy, which probably ties back to my childhood, and I definitely don't miss being stuck at a desk all day. I've done the 9-to-5 thing—40 hours a week with a headset on, doing sales, customer service, collections—you name it.

All of that experience helped shape where I am today, but I'm glad to be in a role now where I'm not tied to a desk and I have the freedom to choose what kinds of work I take on. I've realized I'm just not built to be an office drone—and that's okay.

**What is your least favorite part of being a private investigator?** One of the things I really enjoy about being a private investigator is the autonomy—but I'll admit, it can feel a little isolating at times. Because of the confidentiality and privacy that comes with the job, I can't always talk openly about what my day looked like, who I spoke with, or the things I've worked on.

That's actually one of the reasons I joined INspi—to connect with peers who get it and to have a safe space where I can talk through cases, learn from others, and not feel like I'm always working in a bubble. I'm pretty used to working solo, but that doesn't mean I enjoy feeling isolated. Having a community makes a big difference.

**What are some common misconceptions about private investigators?** Some of the most common misconceptions about being a private investigator are actually ones I had myself—back when I was watching all those PI shows in the '80s with my mom. Funny enough, a lot of those same ideas still come up today. As soon as people find out what I do, they'll say things like, "Oh wow, it must be fun spying on people, going undercover, and chasing the bad guys!"

And while there can be some excitement, it's definitely not all car chases and dramatic standoffs like you see on TV. Over time, I've developed a much more realistic view of the job. The truth is, there's a lot more writing reports than people realize—but there is still that element of discovery that I really love.

At the end of the day, being a PI is about finding the truth, clearing up misconceptions, and figuring out the why behind people's actions. It's not always flashy—but it definitely has its own kind of adventure.

**How do you stay up to date with the latest techniques and technologies?** Keeping up with the latest technology and techniques in investigations can definitely be a challenge sometimes—things change so fast, especially now with AI entering the picture. There's always more to learn, and it can feel a little overwhelming with how much information is out there, both online and from others in the field.

That's one of the reasons I really appreciate being part of INspi—it's been a big help in staying current and learning from more experienced investigators. I still consider myself a baby investigator, so I know I've got a lot of growing to do. But I'm always open to learning new techniques and keeping up with the tools of the trade—because staying sharp and adaptable is such a valuable part of this career.

**What advice would you give to someone considering becoming a private investigator?** If someone's thinking about becoming a private investigator, one of the first things I'd tell them is to throw out about 90% of what they've seen on TV—old shows, new shows, all of it. Cases don't get wrapped up in an hour, and more often than not, you won't get the neat, dramatic resolution you were hoping for.

Nothing comes easy in this line of work. It takes time, patience, critical thinking, and a lot of digging to really get to the bottom of things. Those flashy TV moments might look cool, but real investigations are more about persistence than drama. That doesn't mean the work isn't meaningful—just that it's not made-for-TV. If you're in it for the long haul and you're willing to put in the effort, though, it can be incredibly rewarding.

# Member Spotlight—Erin Bradberry (cont.)

**What is the most important thing you have learned as you have moved through your career as a private investigator?** At almost 50, my career isn't brand new, but in a lot of ways, it still feels like I'm just getting started—especially when it comes to private investigations. I'm in the early stages of growing and developing in this field, and honestly, I'm still figuring out what's going to be the most valuable path forward.

I know it's going to take time, experience, and patience to really find my footing. I just want more exposure to different situations and opportunities to learn. I'm approaching it all with an open mind, a willingness to grow, and the understanding that figuring things out doesn't happen overnight. But I'm here for it—and I'm ready to keep putting in the work.

**What are some of the biggest challenges facing private investigators today?** I think one of the biggest challenges private investigators face right now is that so much information is available to the general public online. Sometimes it feels like people don't really see the true value of what licensed investigators bring to the table—our training, our resources, our approach. When anyone can do a quick online search, it can make our work seem less specialized, even though we know how much more goes into it.

Another hurdle is how PIs are sometimes viewed. Unfortunately, there are some bad actors out there—people who misuse their roles or scam others—and that can give the rest of us a bad name. We're often seen as the “bad guys,” and proving that you're ethical, honest, and legit can sometimes be just as hard as solving the case itself. Trying to build a strong, trustworthy reputation in a field where others have damaged it is no small task.

On top of that, there's the challenge of adapting. Letting go of the old-school, tried-and-true methods and being open to new tools—like AI or other evolving techniques—can be tough for some. But for me, I actually think I'm in a great spot because I don't have those rigid, “this is how it's always been done” views. I'm open to learning, trying new approaches, and finding what works best. Being flexible is key in this field—and I'm here for it.

**What else would you like to share?** On a personal note, I'm a mom—and while my kids may not be biological, they're mine in every way that counts. I love them fiercely and I've always taken that role seriously. Family means a lot to me and so does protecting kids in general. I've been a CASA for nearly four years now, and advocating for children and other victims has become a big part of who I am.

My work history? Let's just say I've done a little bit of everything. For example, I started in collections while working on my bachelor's degree, did sales and billing for Comcast, worked in a bar kitchen, and I still moonlight one night a week doing laundry at a Holiday Inn Express in Anderson, Indiana—been there since 2018, actually, while I was earning my associate's in Applied Science in Criminal Justice.

I'm currently enrolled in the CFI program through IAI, using the Wicklander-Zulawski technique. I'm just getting started, but one of my big goals is to become a Certified Forensic Interviewer. Over the years, I've talked to thousands of people from all walks of life—on the phone, in person—and I've often been told I can talk to just about anyone. I studied interpersonal relations and psychology as a double minor through Ball State University, and earned my bachelor's in General Studies from Ball State.

Honestly, I consider myself a bit of a Jill of all trades, master of none—but I'm working on that “master” part, hopefully in the world of investigations.

Oh—and fun fact: I was raised by two musicians. So, no surprise, I've never been what you'd call “traditional.” My perspective, my personality, even my humor—it all comes with a twist. A little dark, maybe. But hey, it's all part of the charm.

# ChatGPT Prompts (As Shared on LinkedIn)

## 20 CHATGPT PROMPTS FOR PROBLEM-SOLVING

### Fishbone Diagram

Visualize contributing factors to problems



**Example prompt:**

*Hospital wait times have spiked. Create a fishbone diagram categorizing causes (staffing, tech, processes). Convert this into an interactive Markdown table for team review.*

### SWOT Analysis

Evaluate strengths, weaknesses, opportunities, threats.



**Example prompt:**

*I'm expanding my coffee shop chain into Japan. Conduct a SWOT analysis considering local competitors, cultural preferences, and supply chain logistics. Highlight risks and mitigation strategies.*

### MECE Principle

Ensure Mutually Exclusive, Collectively Exhaustive solutions.



**Example prompt:**

*Segment our customer base into MECE categories for targeted marketing. Avoid overlap between segments like 'small businesses' and 'startups.' Output as a nested list.*

### Force Field Analysis

Identify driving/restraining forces for change.



**Example prompt:**

*We're transitioning to a 4-day workweek. List driving forces (employee morale) vs. restraints (client coverage). Score each factor's strength and propose interventions.*

### Decision Matrix

Compare options using weighted criteria.



**Example prompt:**

*I need to choose between three CRM platforms. Create a decision matrix comparing pricing, scalability, integration ease (40% weight), and user reviews (20% weight).*

### First Principles Thinking

Break problems into fundamental truths.



**Example prompt:**

*Redesign urban waste management for a 2M-person city. Start from first principles: What's essential for efficiency? Ignore existing systems and propose radical solutions.*

### Analogous Reasoning

Apply solutions from unrelated domains.



**Example prompt:**

*How would Netflix's recommendation algorithm approach personalized learning paths for high school math? Adapt its core principles to education.*

### Inversion Technique

Solve problems by reversing assumptions



**Example prompt:**

*Instead of increasing gym memberships, explore how to discourage sign-ups. Use inverted insights to identify pain points and improve retention.*

### SCAMPER Method

Modify ideas via Substitute/Combine/Adapt/etc.



**Example prompt:**

*Apply SCAMPER to redesign a traditional library. Substitute physical books with AR experiences. Combine it with coworking spaces. Propose 5 innovations.*

### Cost-Benefit Analysis

Quantify trade-offs between solutions.



**Example prompt:**

*Should our startup build an in-house AI team or outsource? Compare 5-year costs, IP control, and speed-to-market. Include sensitivity analysis for funding changes.*

### Hypothesis Testing

Validate assumptions with data-driven insights.



**Example prompt:**

*Our SaaS team believes adding a chatbot will reduce support tickets by 40%. Design an A/B test framework, including success metrics and methods to isolate variables.*

### Pre-Mortem Analysis

Anticipate failure points pre-implementation.



**Example prompt:**

*Imagine our new EV battery failed catastrophically in 2026. List 10 reasons why, then create a risk mitigation plan with timelines and ownership.*

### Lateral Thinking

Solve problems through unconventional approaches



**Example prompt:**

*How could a grocery store reduce plastic use by 90%? Use lateral thinking: Explore edible packaging, incentivized returns, or partnerships with local farmers.*

### TRIZ Method

Leverage patterns from past innovations.



**Example prompt:**

*Apply TRIZ Principle 35 (parameter changes) to improve solar panel efficiency. Suggest material modifications and novel energy storage configurations.*

### OODA Loop

Observe-Orient Decide-Act for dynamic problems.



**Example prompt:**

*Crisis PR scenario: Our product caused a safety incident. Map an OODA Loop response plan for the first 72 hours, including social listening and stakeholder comms.*

### Prototyping

Build rapid models to test concepts.



**Example prompt:**

*Design a low-fidelity prototype for a mental health app. Outline key user flows in text, then generate a wireframe sketch using DALL-E integration for visual reference.*

### Blue Ocean Strategy

Create uncontested market space and make competition irrelevant.



**Example prompt:**

*Our fitness equipment company is struggling in a saturated market. Apply the Blue Ocean Strategy to identify an untapped market segment. Use the Eliminate Reduce Raise Create (ERRC) Grid to propose innovative features that could differentiate our products and create new demand. Consider trends in remote work, digital health, and personalized wellness.*

### Root Cause Analysis

Identify underlying causes of recurring issues.



**Example prompt:**

*My e-commerce platform's checkout abandonment rate increased by 30% last month despite stable traffic. Analyze user session data, payment logs, and customer feedback to identify root causes. Provide actionable recommendations.*

### Counterfactual Reasoning

Explore "what if" historical scenarios.



**Example prompt:**

*What if Blockbuster had acquired Netflix in 2000? Simulate the streaming market's evolution, including impacts on content production and global internet infrastructure.*

### Six Thinking Hats

Analyze problems from multiple perspectives.



**Example prompt:**

*Evaluate launching a subscription model for our software using Six Hats: White (data), Red (emotions), Black (risks). Summarize insights in a comparison table.*

# Tech Tips

*Note from the Editor: Kim Komando has what she calls “3-Second Tech Genius” tips. Try them out!*

**3-second tech genius:** Reopen an unsaved Word doc. Go to File > Info > Manage Document > Recover Unsaved Documents.

**3-second tech genius:** Need to digitize a signature? Sign a blank paper, take a pic, then remove the background at [remove.bg](https://remove.bg) — clean and ready to paste.

**3-second tech genius:** Want a distraction-free YouTube? Add **-nocookie** to the URL to skip tracking cookies.

**3-second tech genius:** Use **Shift + Click** to select multiple browser tabs and move or close them all at once.

**3-second tech genius:** Use **Google Voice** to get a free business number — keep your personal line private but still answer on your phone.

**3-second tech genius:** Netflix buffering on Fire Stick? Hold the center and play/pause buttons together to restart it — like a mini reboot.

**3-second tech genius:** Use Ctrl + L on PC or Cmd + L on Mac in your browser to jump straight to the address bar, ready to type or paste.

**3-second tech genius:** Press Windows + V to see everything you’ve copied lately. Yes, your clipboard has a history.

**3-second tech genius:** Open a private browser window fast: Ctrl + Shift + N (Windows) or Command + Shift + N (Mac).

**3-second tech genius:** Use Alt + Tab (Windows) or Command + Tab (Mac) to jump between open apps.

**3-second tech genius:** Press Space bar to scroll down, Shift + Space bar to go up.

**3-second tech genius:** On Windows, press Shift + Delete to skip the Recycle Bin. On Mac, use Option + Command + Delete. Careful with this one. Files are gone instantly, so double-check first.

***If you have a Tech Tip that works for you and you would like to share it with other members, please send it to Jan Fye at [admin@indiana-investigator.com](mailto:admin@indiana-investigator.com) and we’ll include it in the next newsletter.***

Thank you to Kim Komando for allowing us to share these tips. Subscribe to her newsletter at <https://www.komando.com/subscribe/>

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