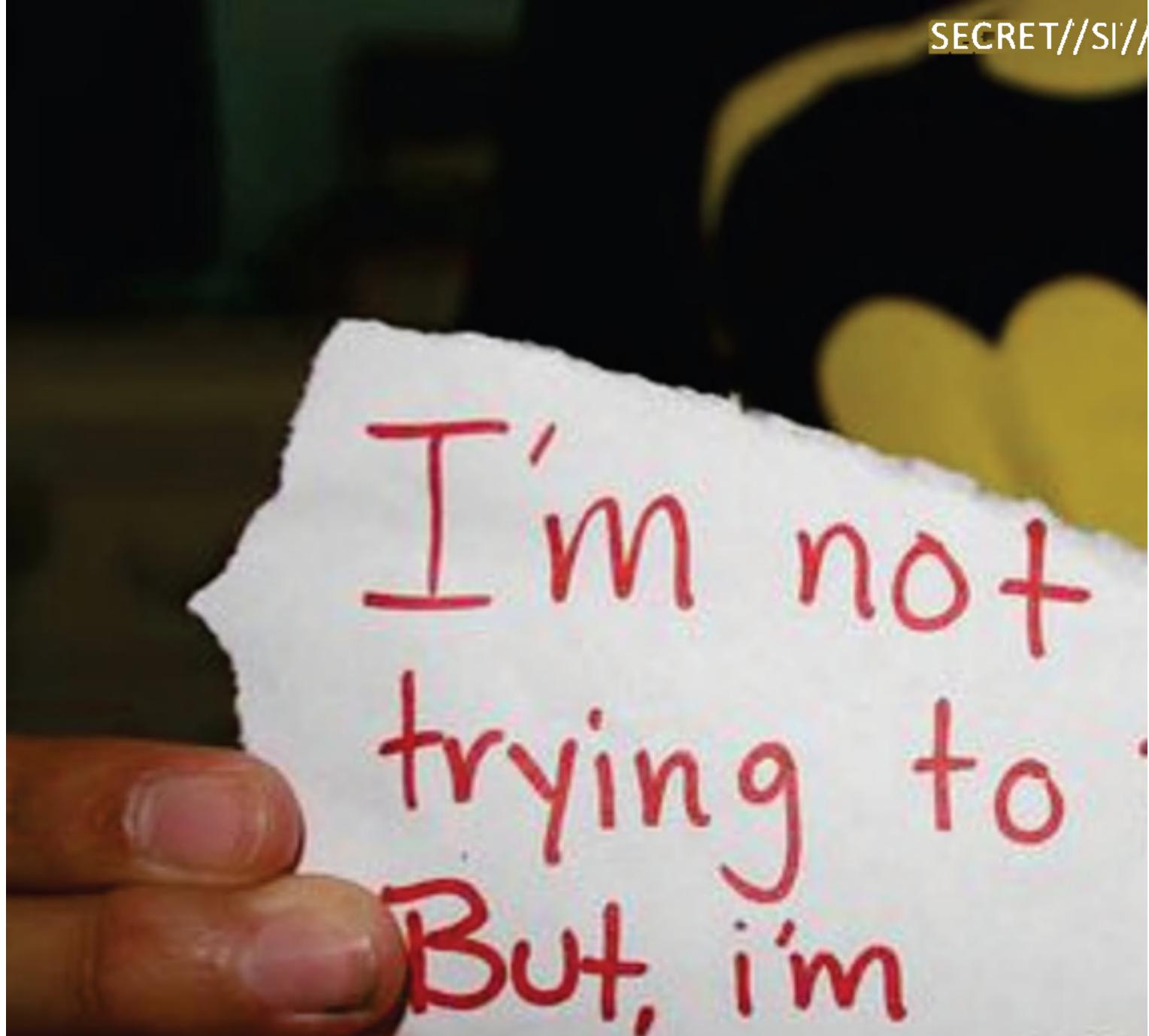


SECRET//SI//



I'm not  
trying to  
But, i'm

B

# The ART of DECEP

TRAINING FOR A NEW GENERATION OF ONLINE COV

SECRET/

'REL TO USA, FVEY

impress you

BATMAN

OPTION

COVERT OPERATIONS



'SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



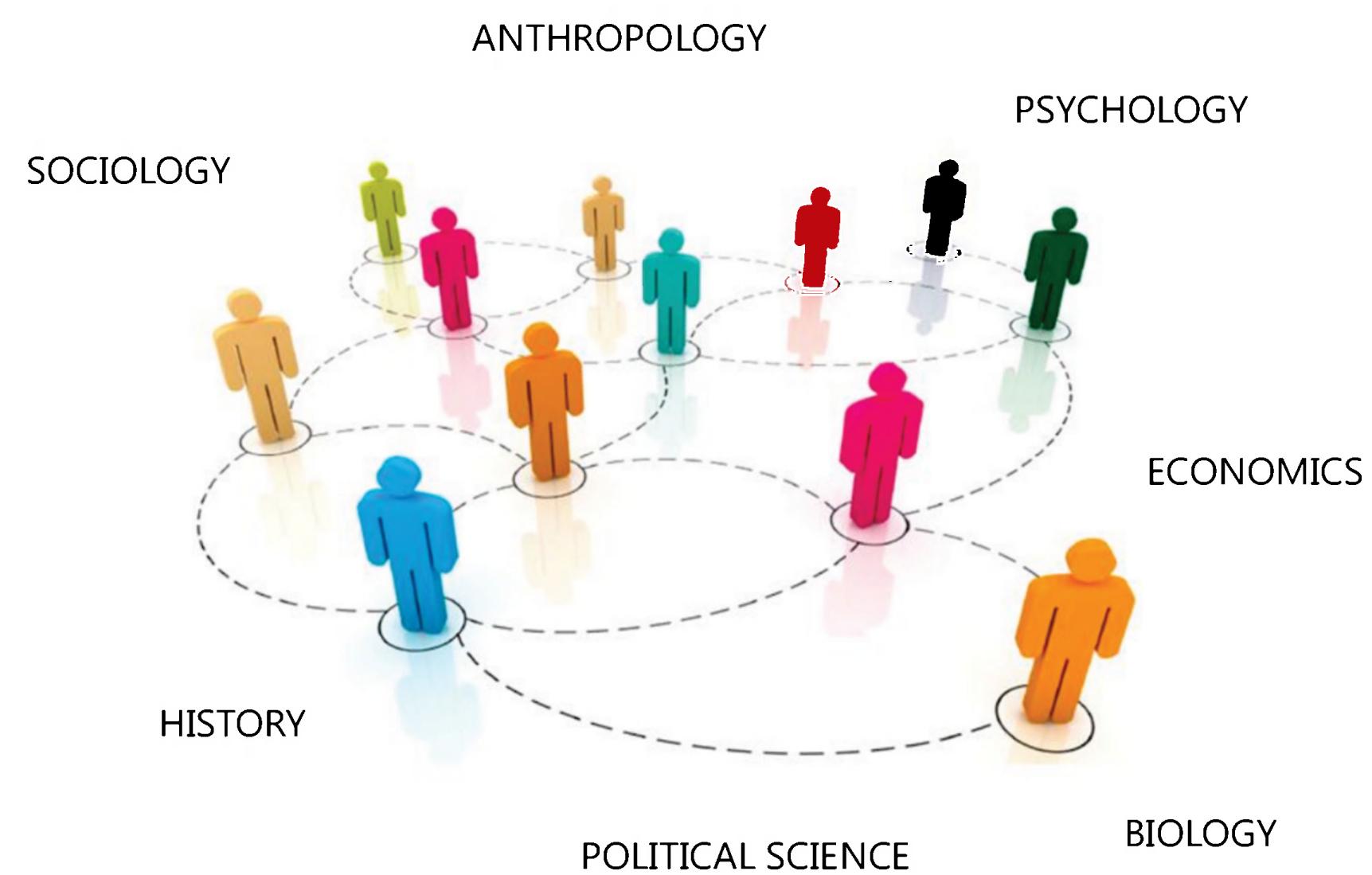
SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



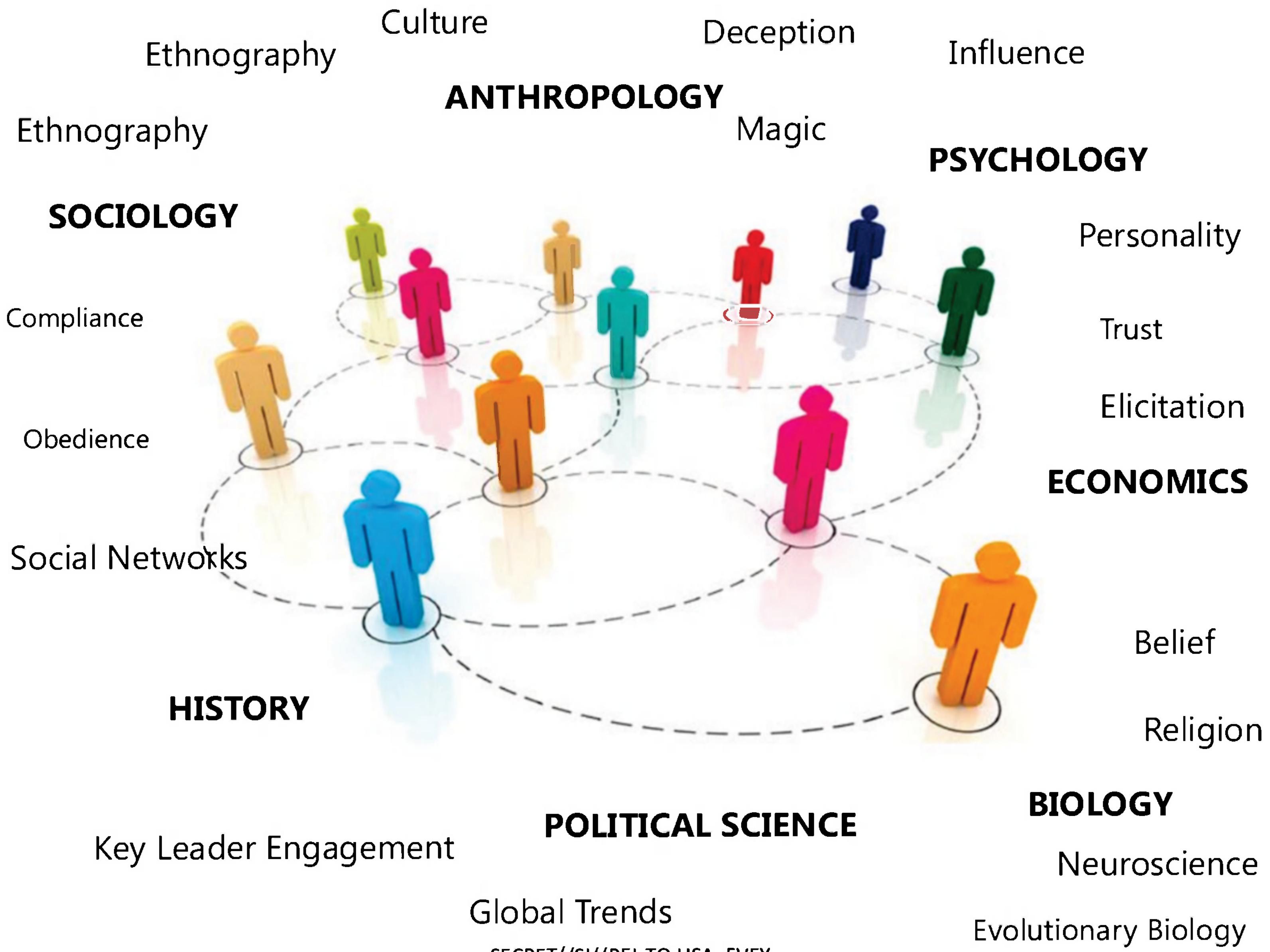
SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



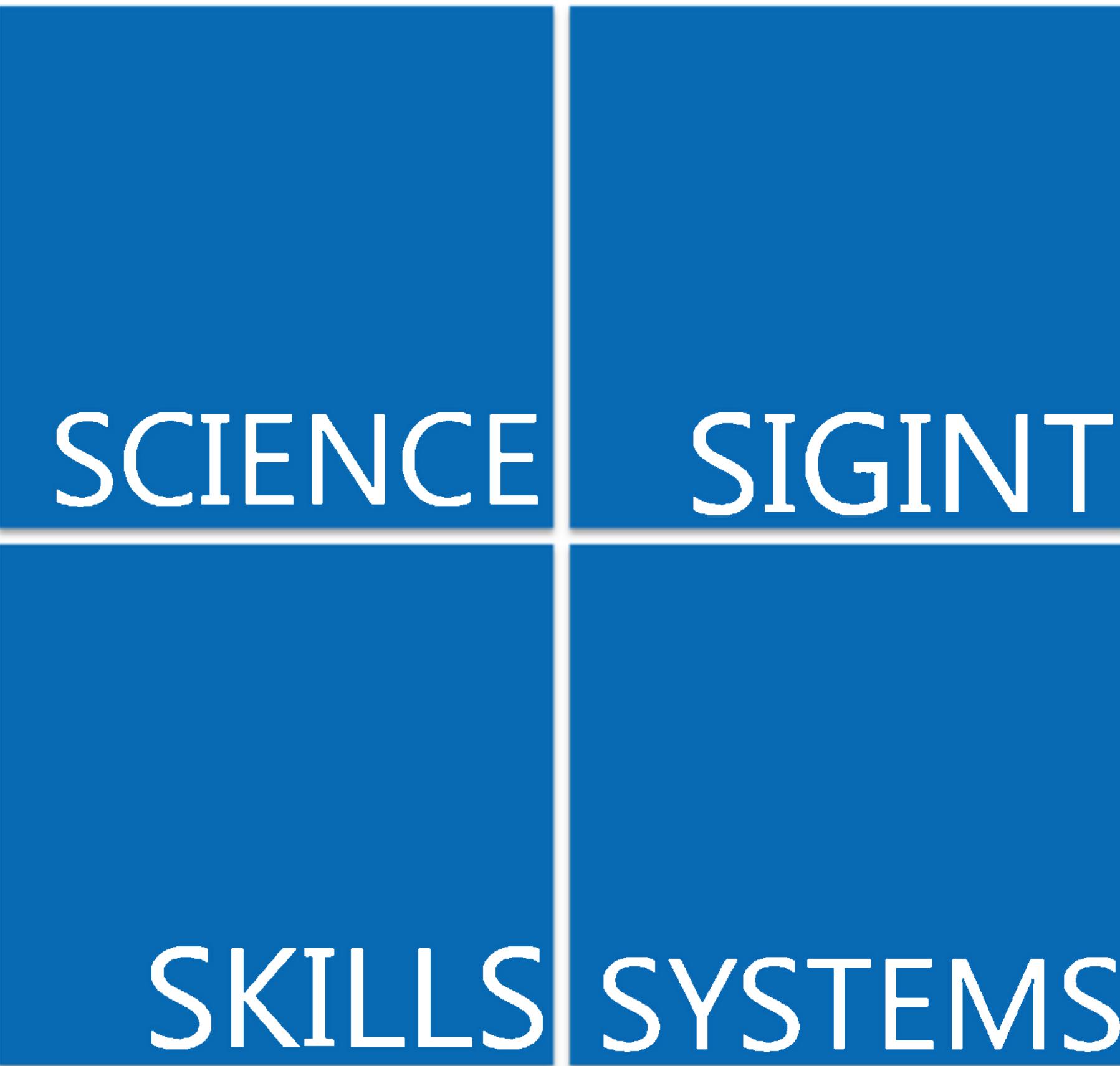
SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

S4



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



We want to build *Cyber Magicians*.

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



**ocaa**

---

Online Covert Action

---

Accreditation

SECRET//SI//REL TO USA, FVEY

**ACNO Key  
Skill Strands**

SECRET//SI//REL TO USA, FVEY

Online  
HUMINT

Influence &  
Info Ops

Disruption & CNA

**Magic Techniques & Experiment**

Individual

Psychology

Professionalism

Group

Deception

Elegance

Global

Performance

Creativity

Media

Intuition

SECRET//SI//REL TO USA, FVEY

**ACNO Key Skill Strands**

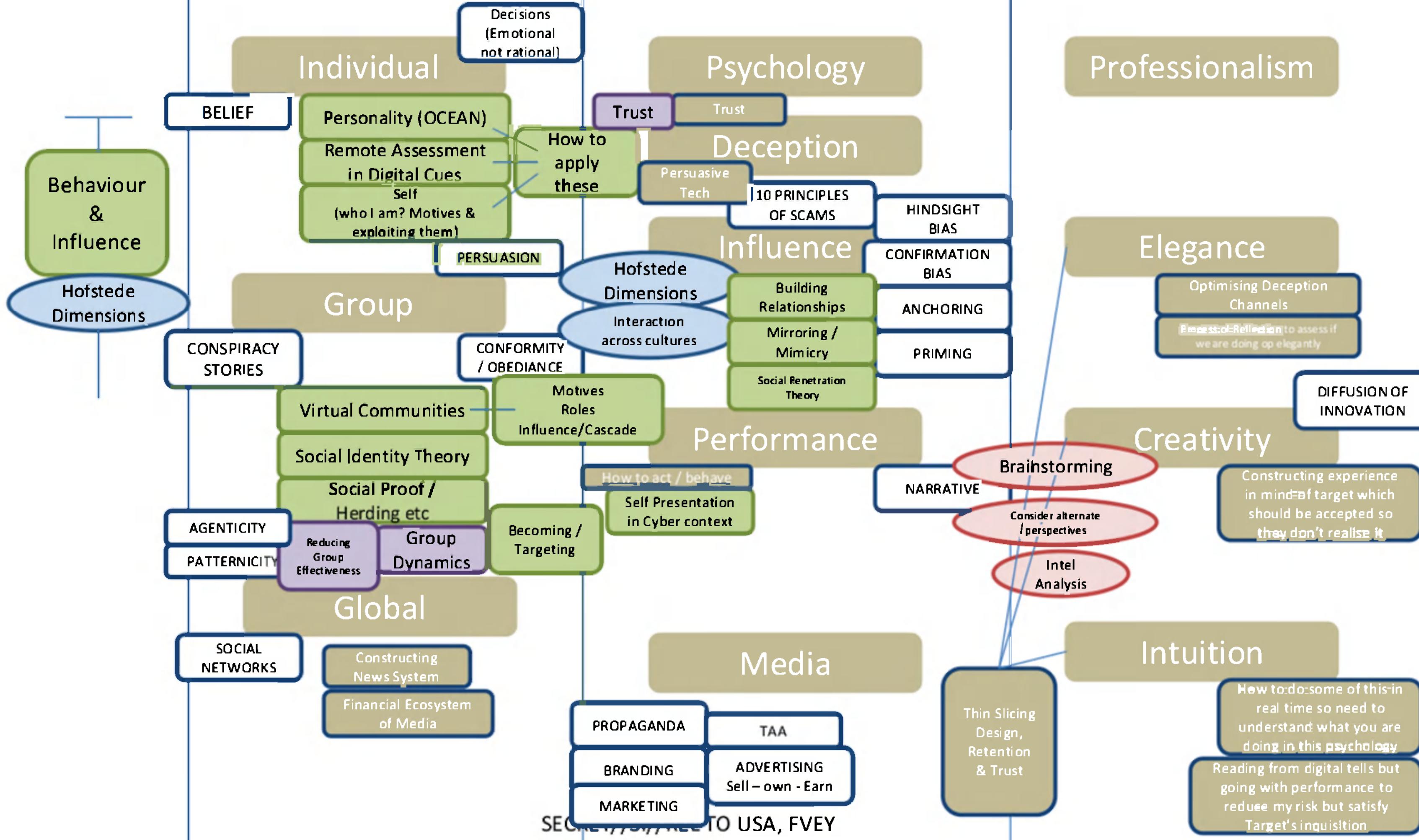
SECRET//SI//REL TO USA, FVEY

Online HUMINT

Influence & Info Ops

Disruption & CNA

## Magic Techniques & Experiment



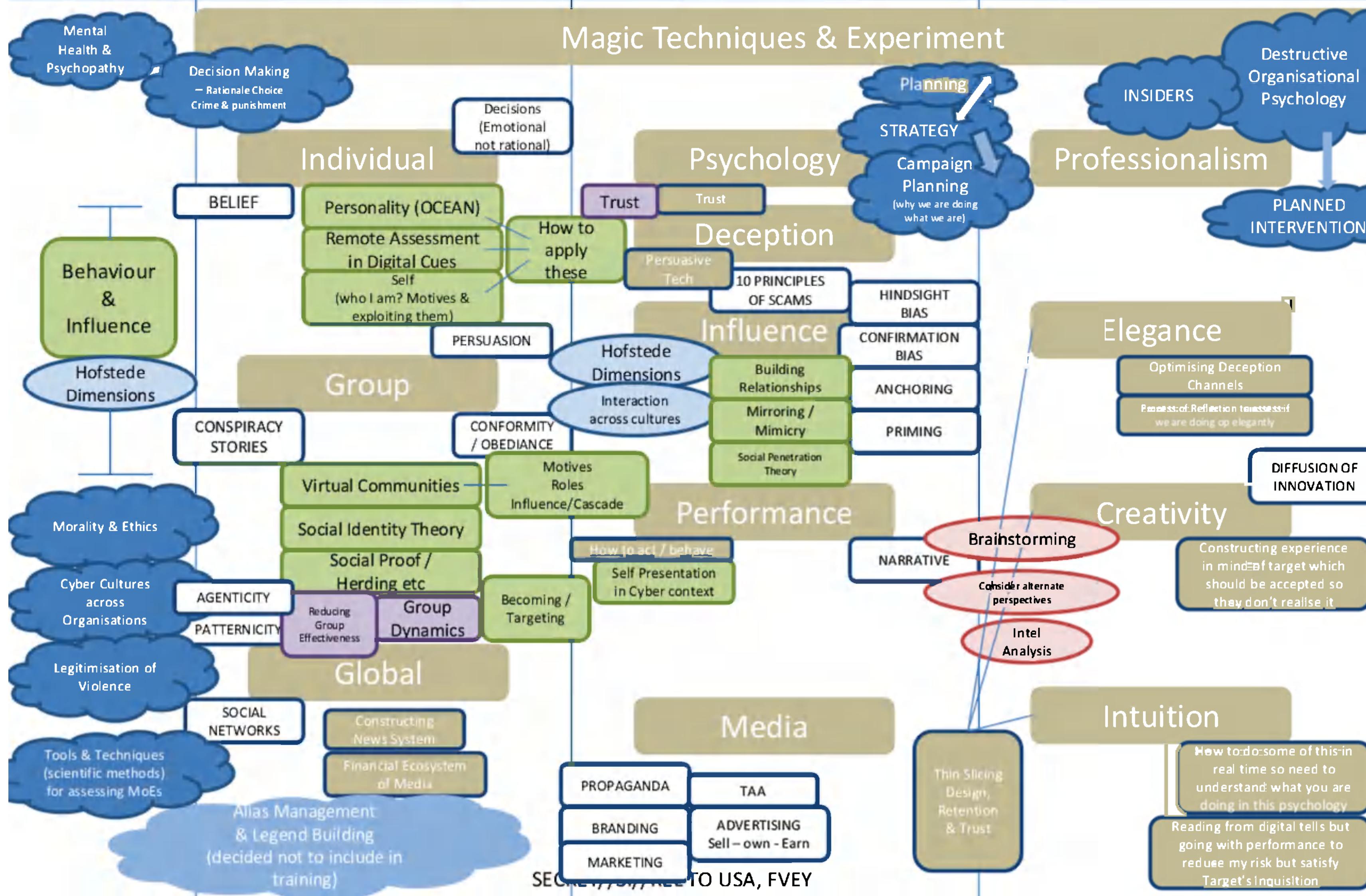
## ACNO Key Skill Strands

SECRET//SI//REL TO USA, FVEY

Online HUMINT

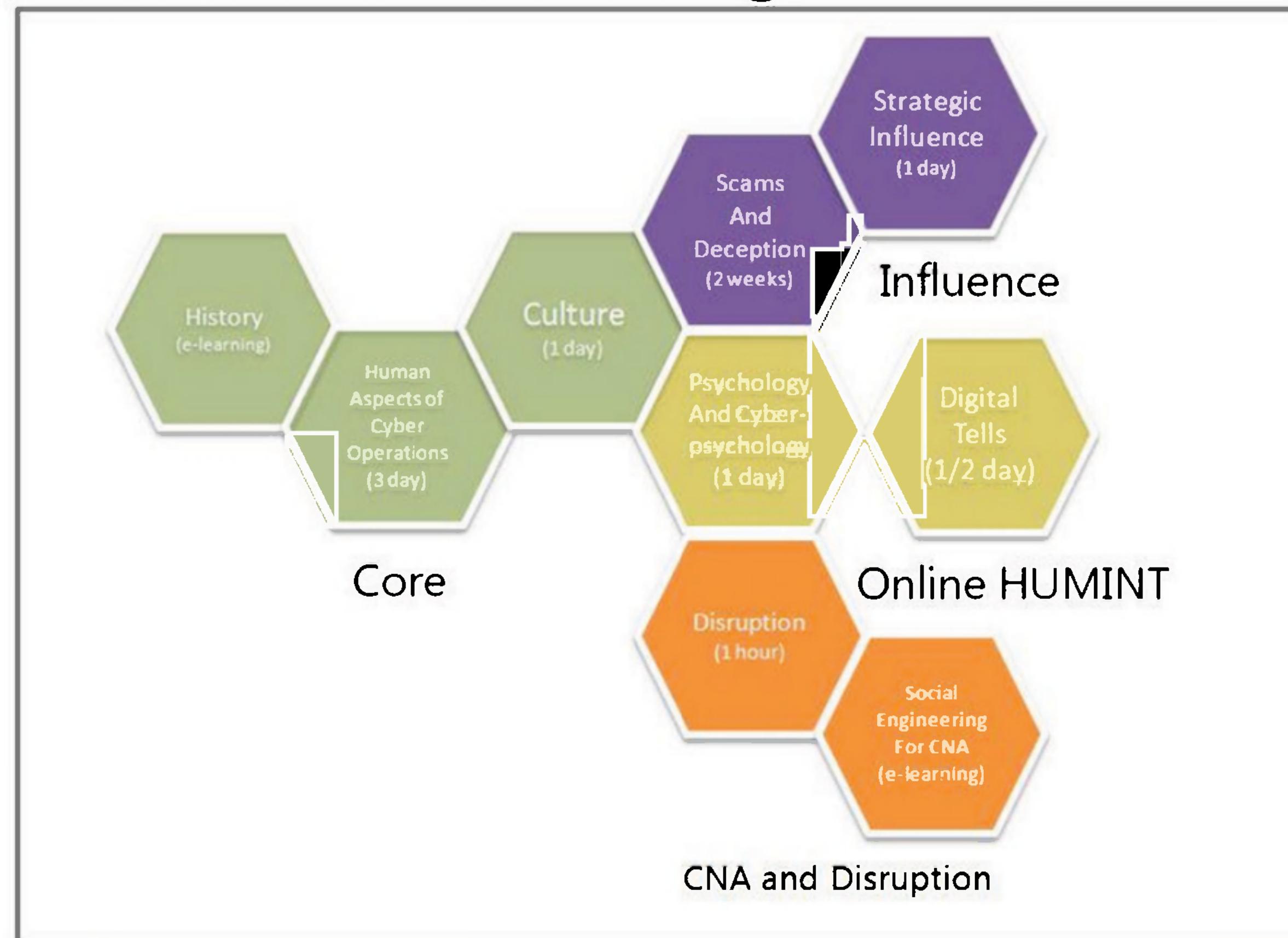
Influence & Info Ops

Disruption & Comp Net Attack



SECRET//SI//REL TO USA, FVEY

# Human Science Learning Path



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

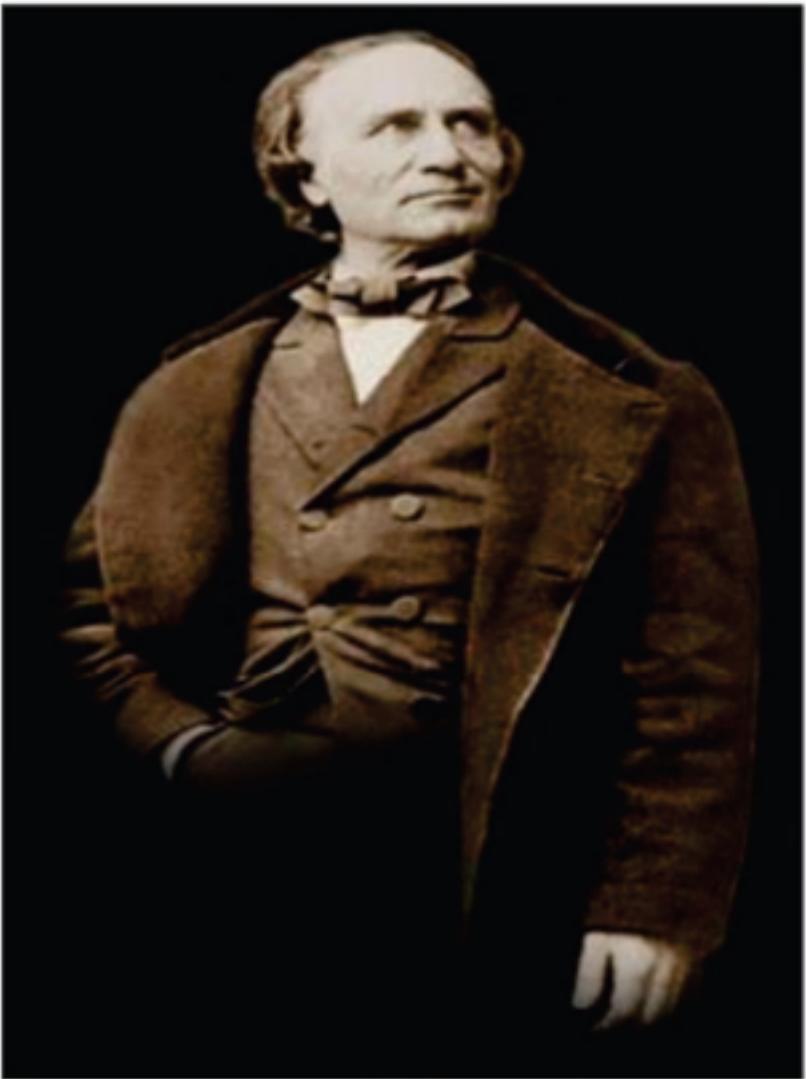
SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

## Magicians, the military and intelligence



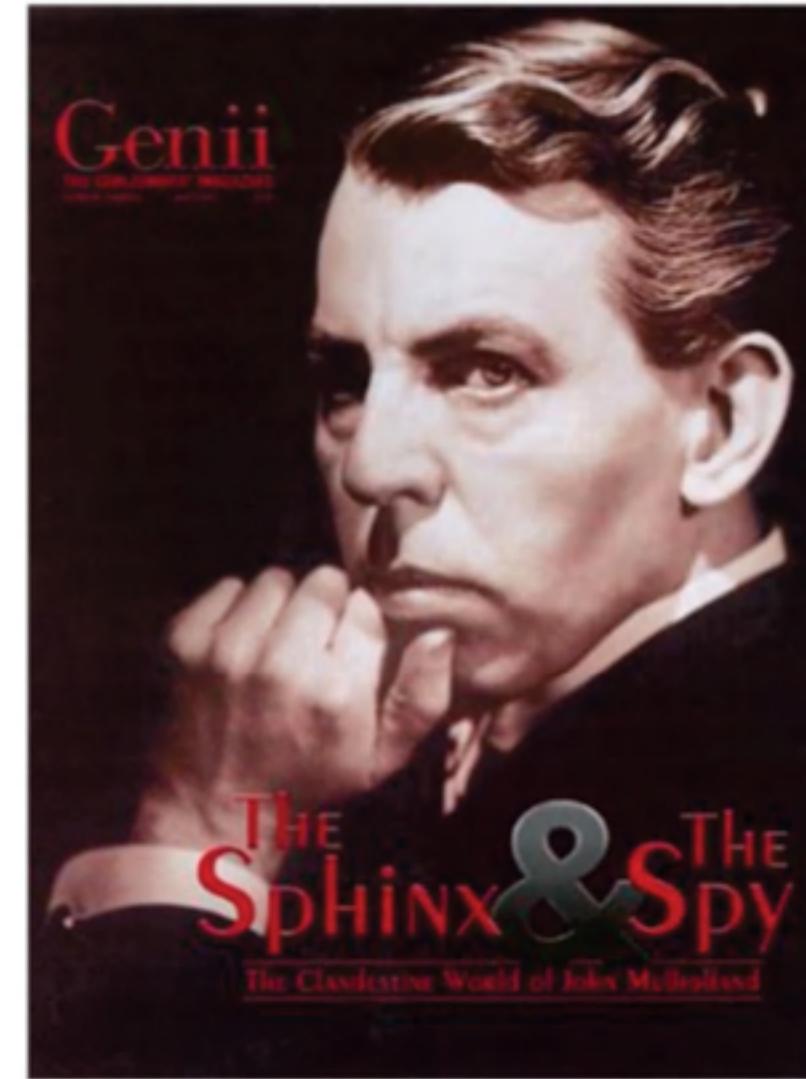
Jean Robert-Houdin

1856 mission on behalf of Napoleon III to help quell the Marabout-led uprising in Algeria.



Jasper Maskelyne

1940s Camouflage work during the Second World War.



John Mulholland

1950s CIA work on the application of conjuring to 'clandestine activities'.

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

## Dissimulation - Hide the real

### Masking



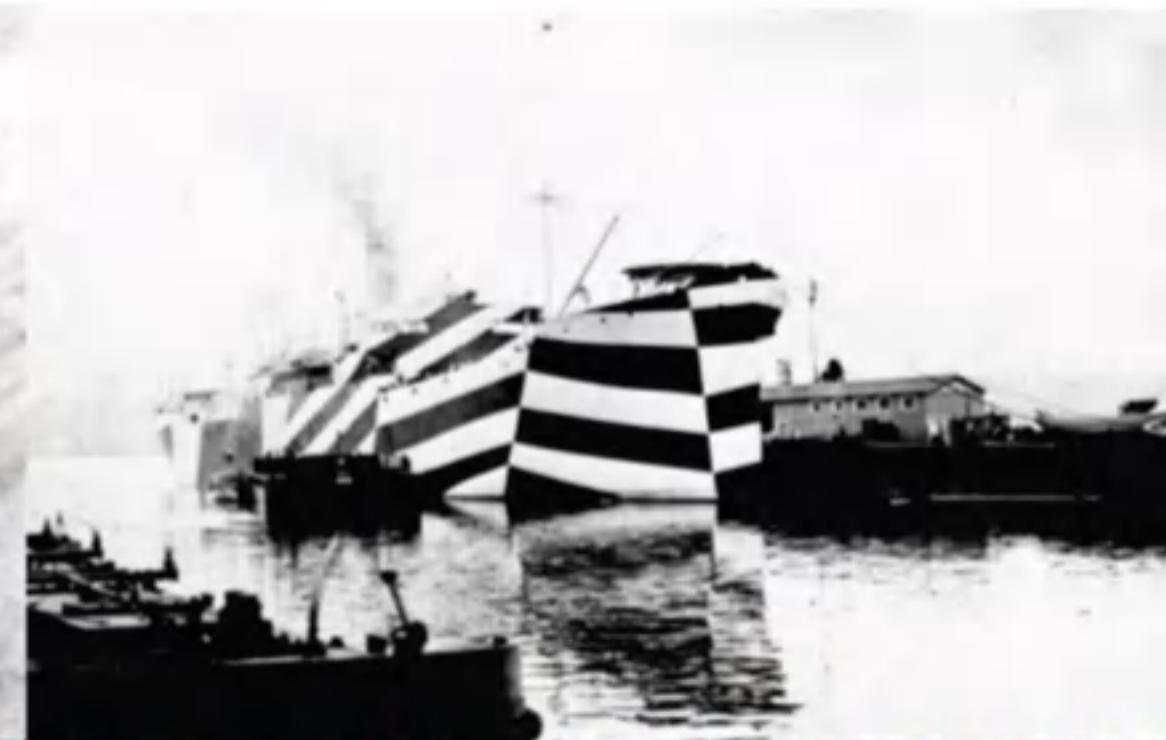
Mimicking

### Repackaging



Inventing

### Dazzling



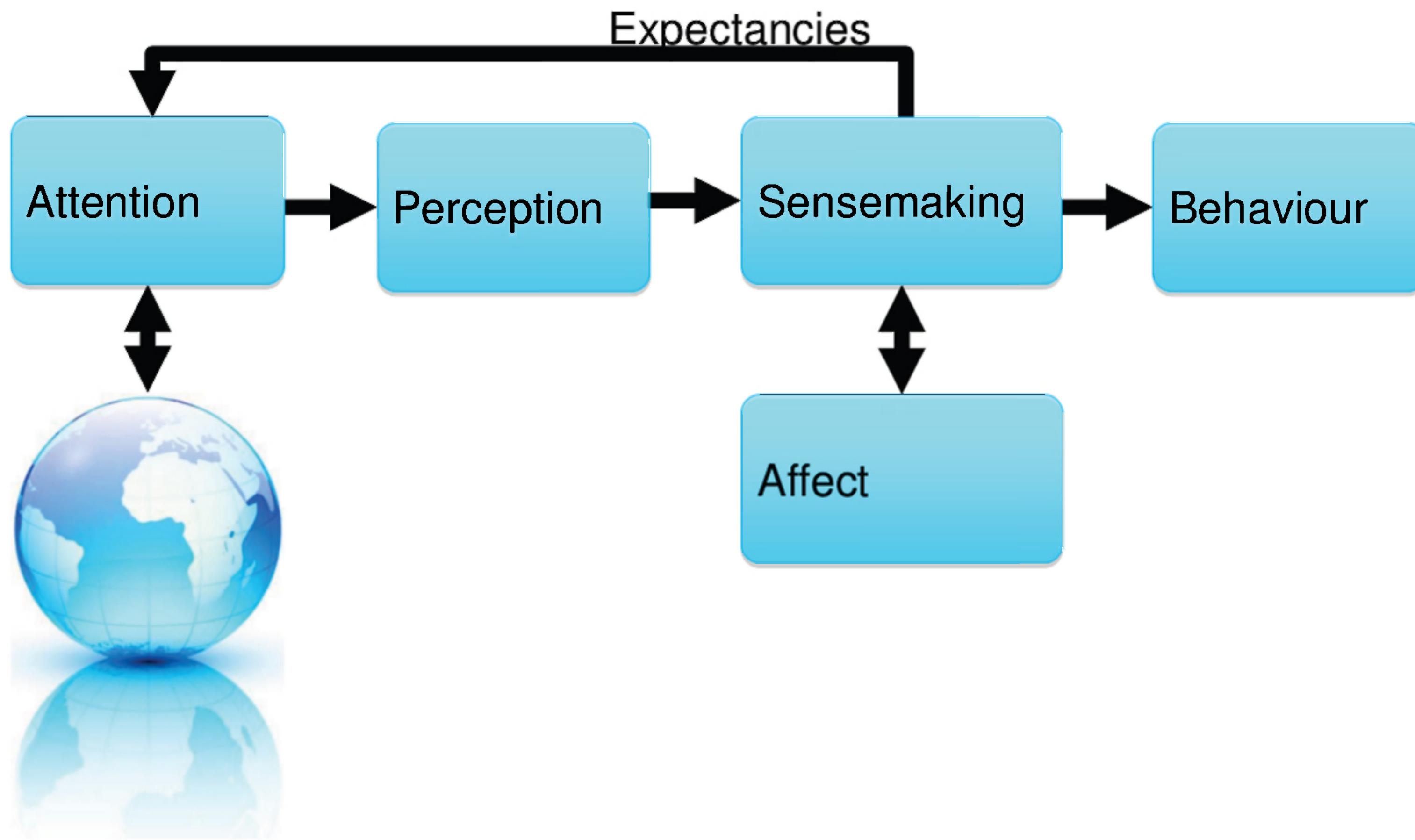
Decoying

## Simulation – Show the false

SECRET//SI//REL TO USA, FVEY

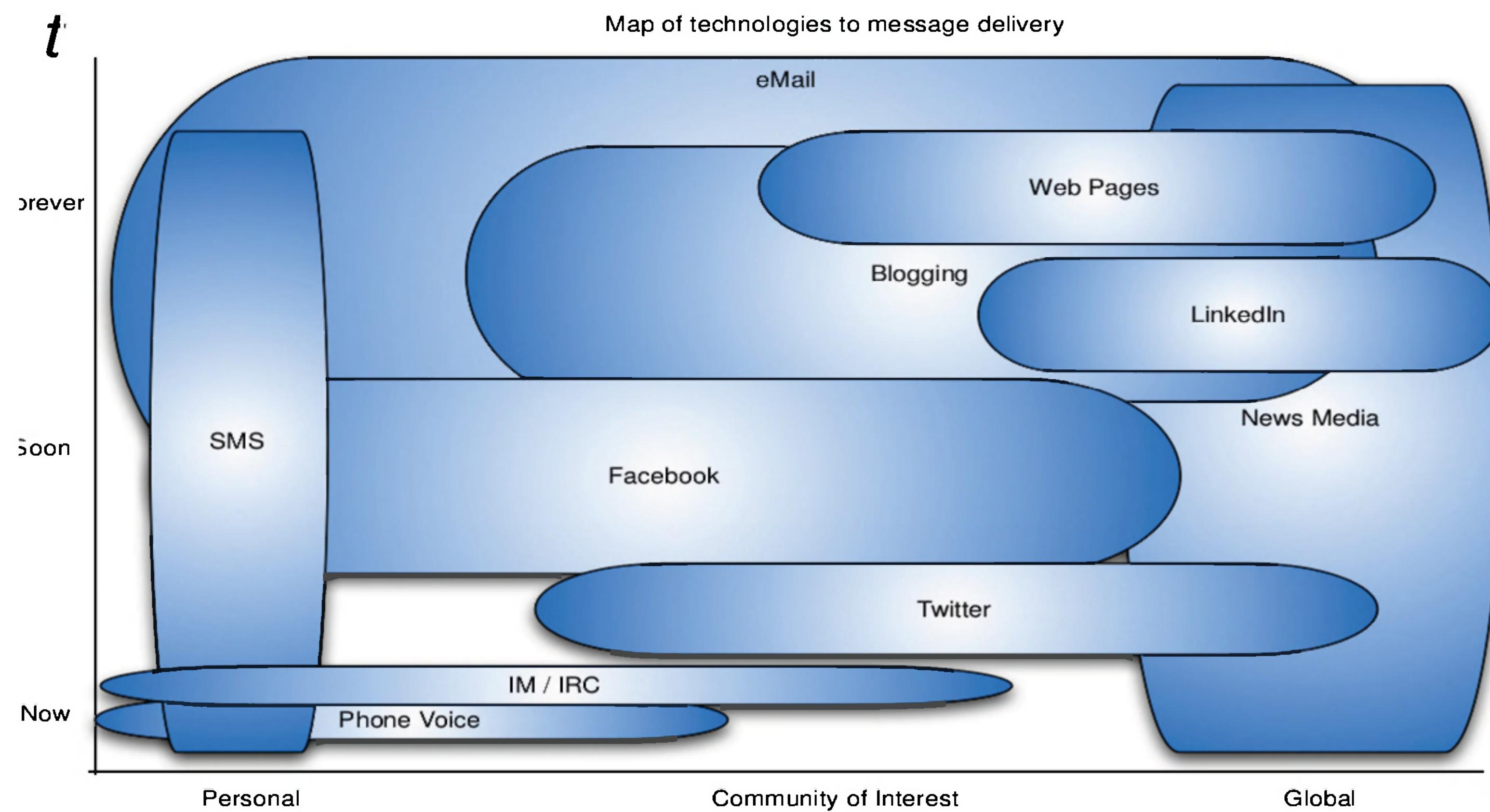
SECRET//SI//REL TO USA, FVEY

# The psychological building blocks of deception



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

## Attention Management



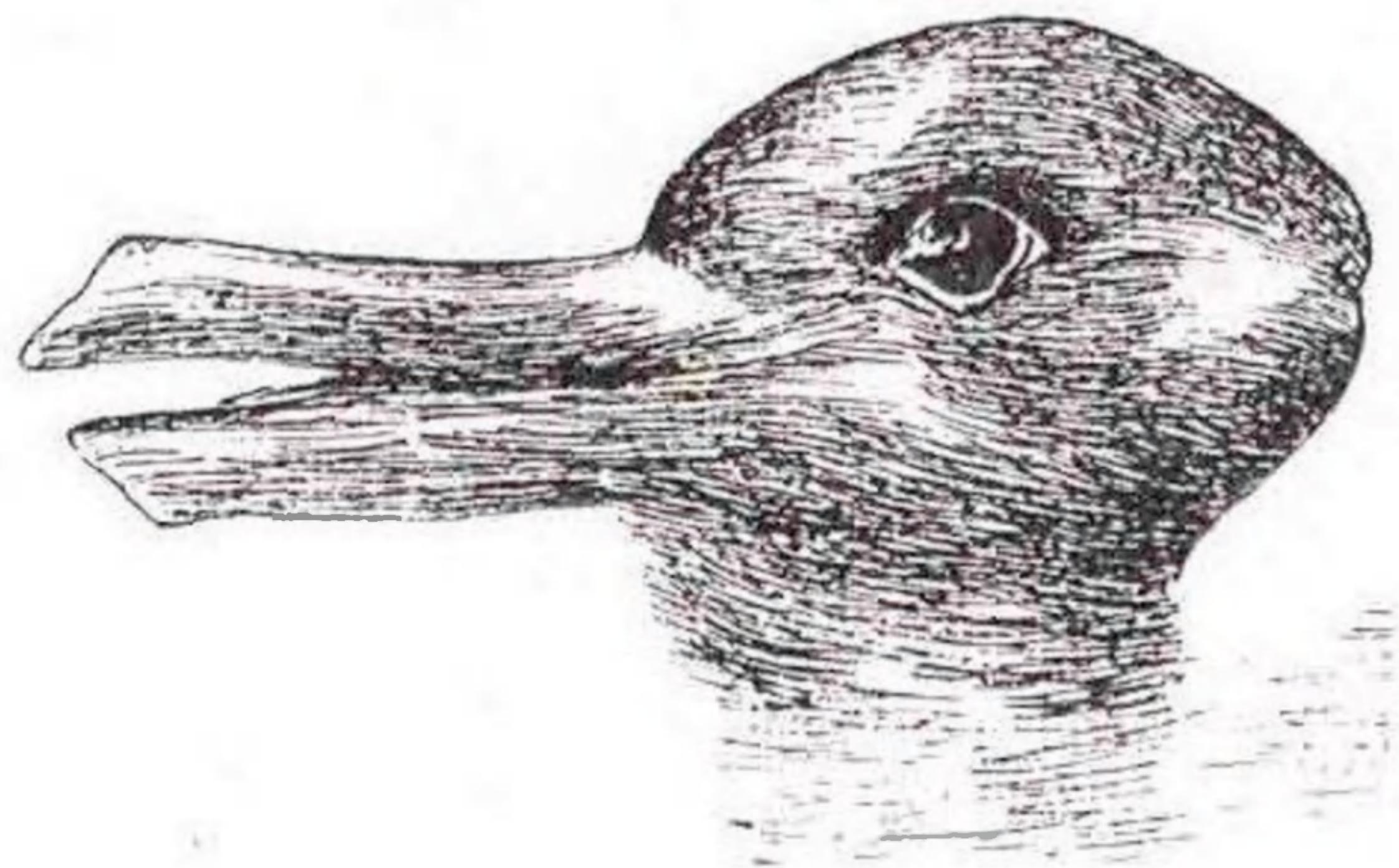
SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

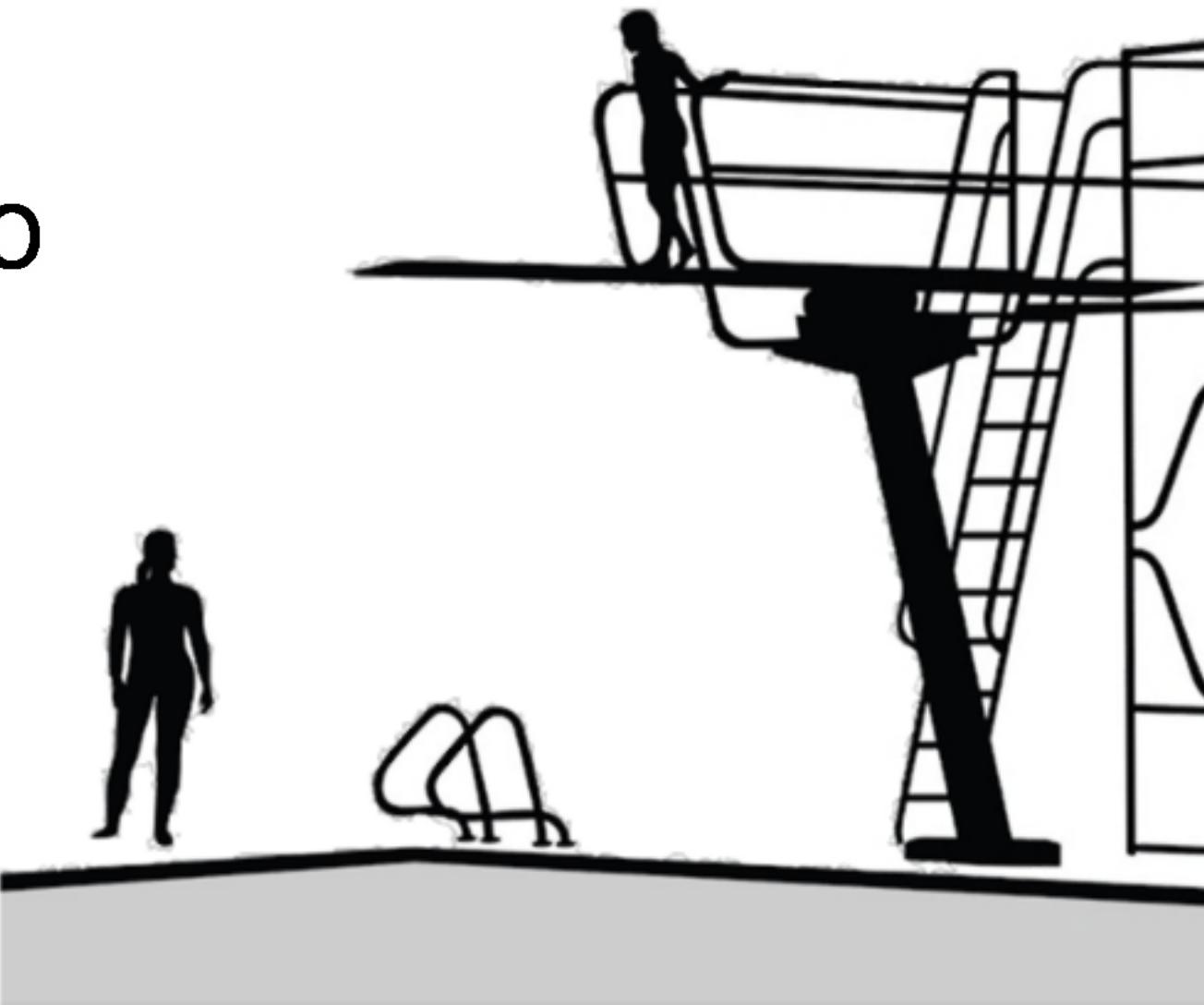
SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

## Expectancies

- We look where we expect something interesting to happen
- We are biased to see/hear/feel/smell/taste what we strongly expect to see/hear/feel/smell/taste



# Gambits for Deception

Attention	Control attention Conspicuity & Expectancies	The big move covers the little move	The Target looks where you look	Attention drops at the perceived end	Repetition reduces vigilance
	Mask/Mimic Eliminate - Blend Recreate - Imitate	Repackage/Invention Modify old cues Create new cues	Dazzle/Decoy Blur old cues Create alternate cues	Make the cue dynamic	Stimulate multiple sensors
Sensemaking	Exploit prior beliefs	Present story fragments	Repetition creates expectancies	Haversack Ruse (The Piece of Bad Luck)	Swap the real for the false, & vice versa
Affect	Create Cognitive Stress	Create Physiological Stress	Create Affective Stress (+/-)	Cialdini+2	Exploit shared affect
Behaviour	Simulate the action	Simulate the outcome	Time-shift perceived behaviour	Divorce behaviour from outcome	Channel behaviour

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



**STRAND 2:**  
**Influence and Information**  
**Operations**

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

# 10 Principles for Influence

The Time Principle

The Deception  
Principle

The Dishonesty  
Principle

The Herd Principle

The Consistency  
Principle

The  
Reciprocity  
Principle

The Need and  
Greed  
Principle

The Social  
Compliance/  
Authority Principle

The Distraction  
Principle

The Flattery Principle

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

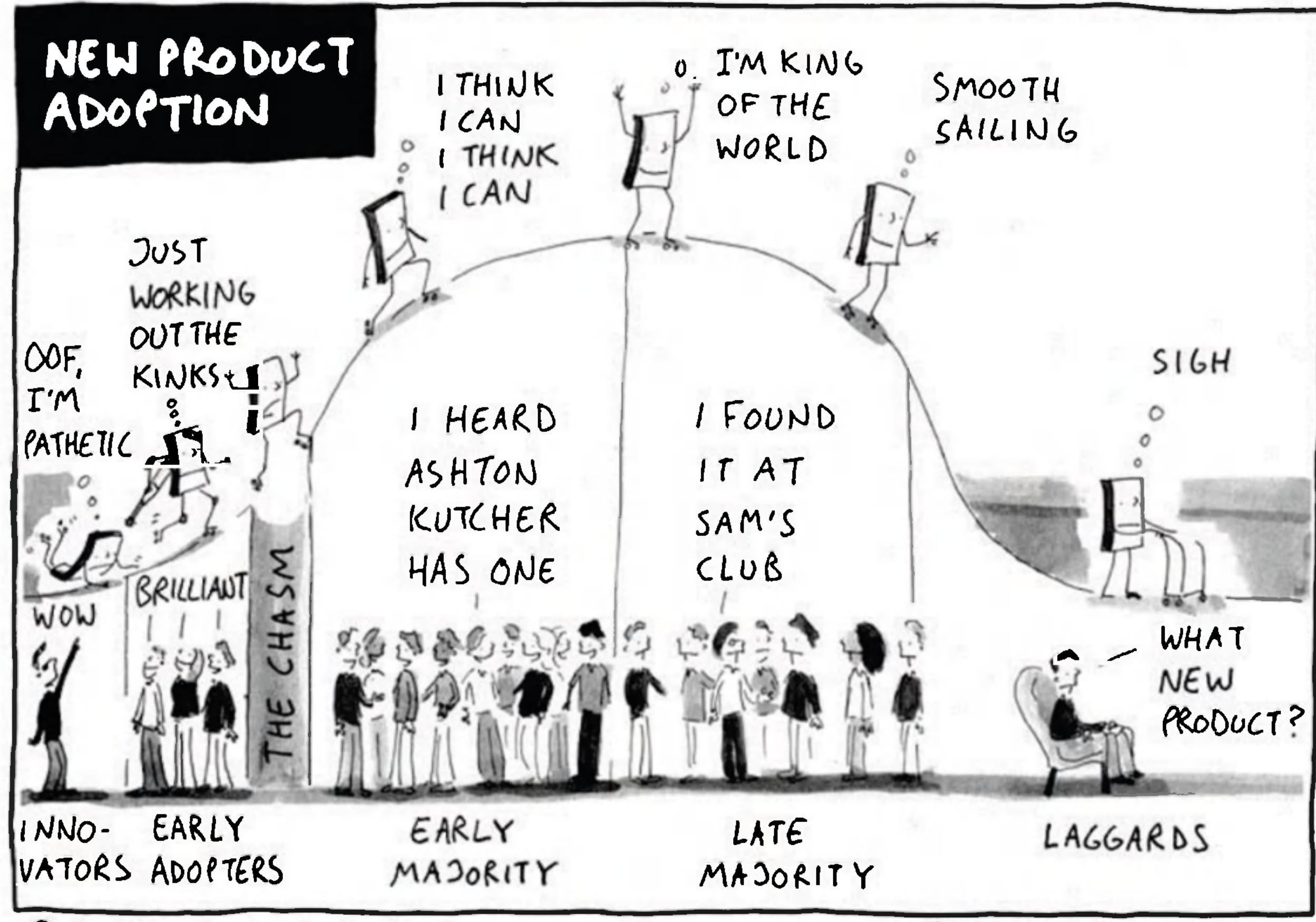


SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

BRAND CAMP

by Tom Fishburne



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



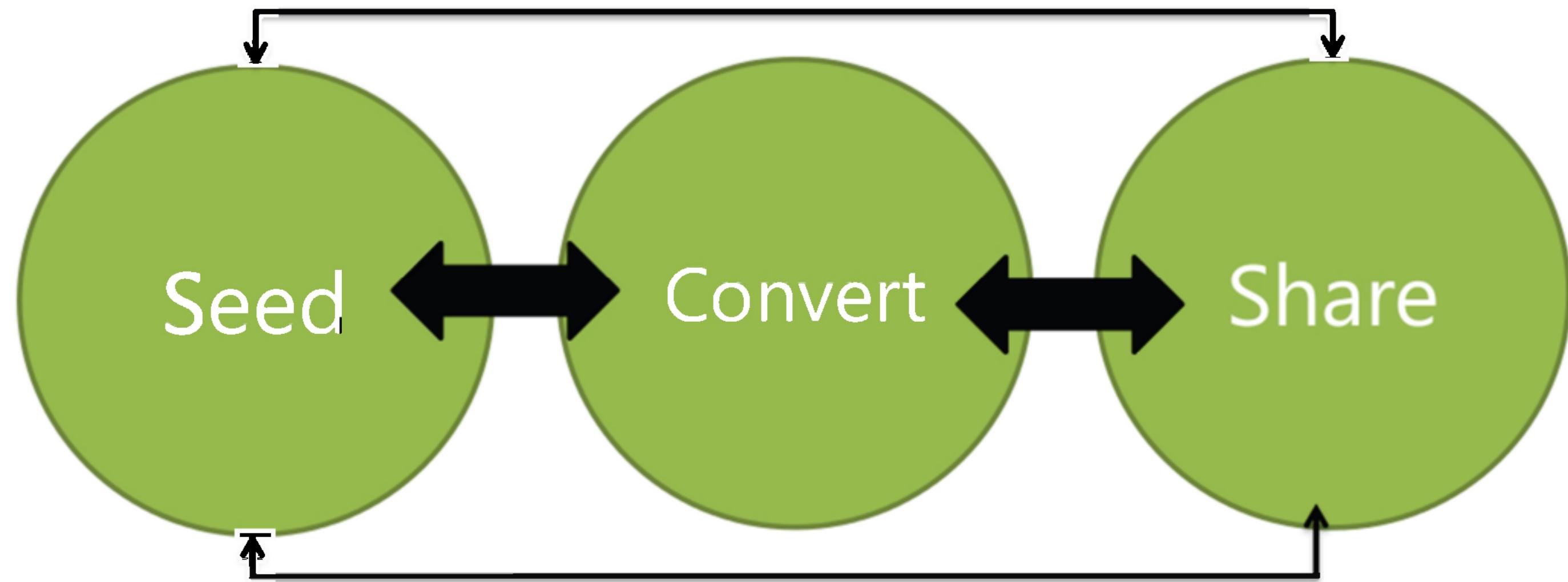
People make decisions as part of groups

People make decisions for emotional  
reasons not rational ones.

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

# Social Creativity



“Passion, Density and Empowerment”

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



Do you ❤️ your brand?

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

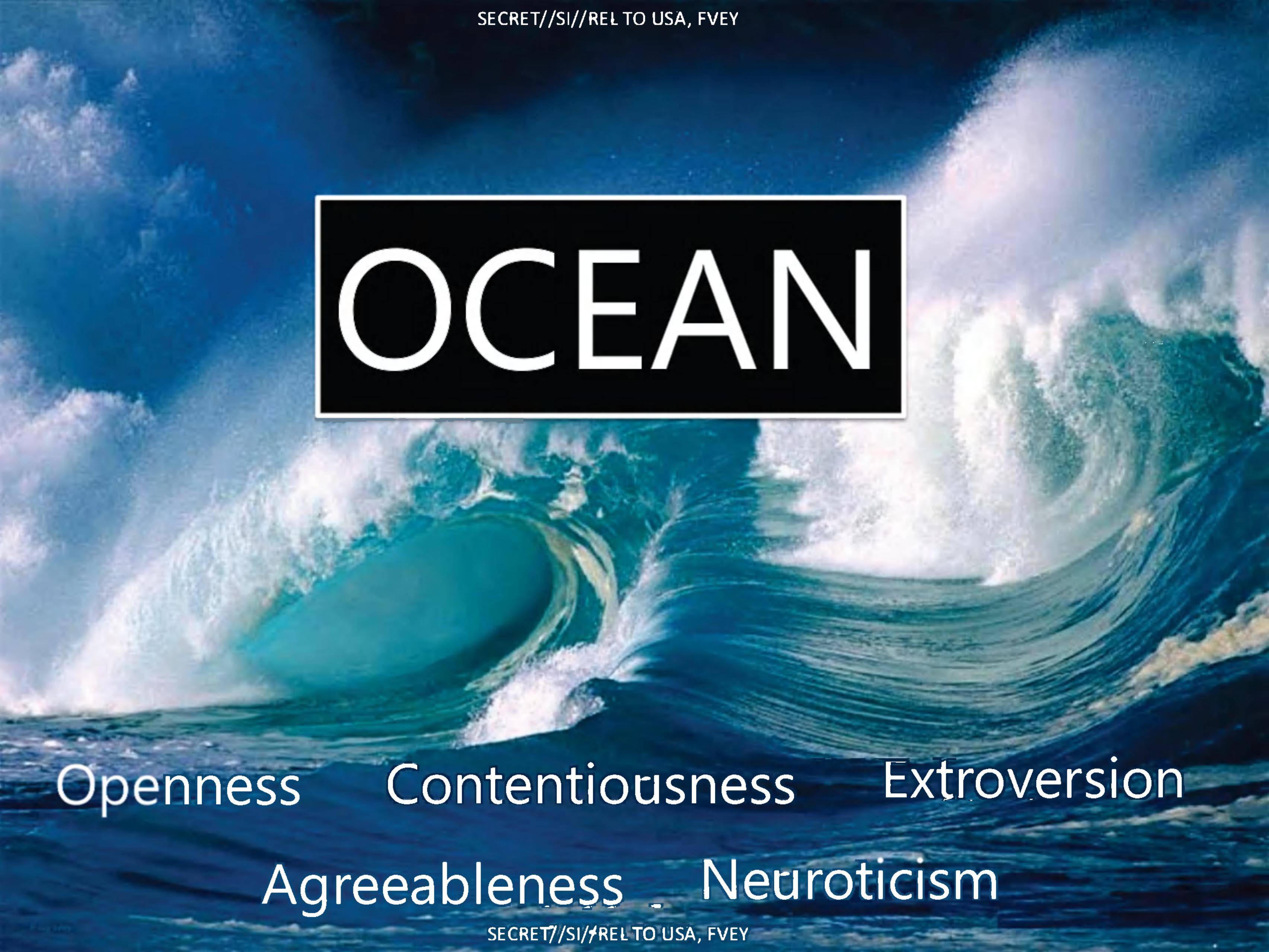
SECRET//SI//REL TO USA, FVEY



## STRAND 3 Online HUMINT

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



OCEAN

Openness

Contentiousness

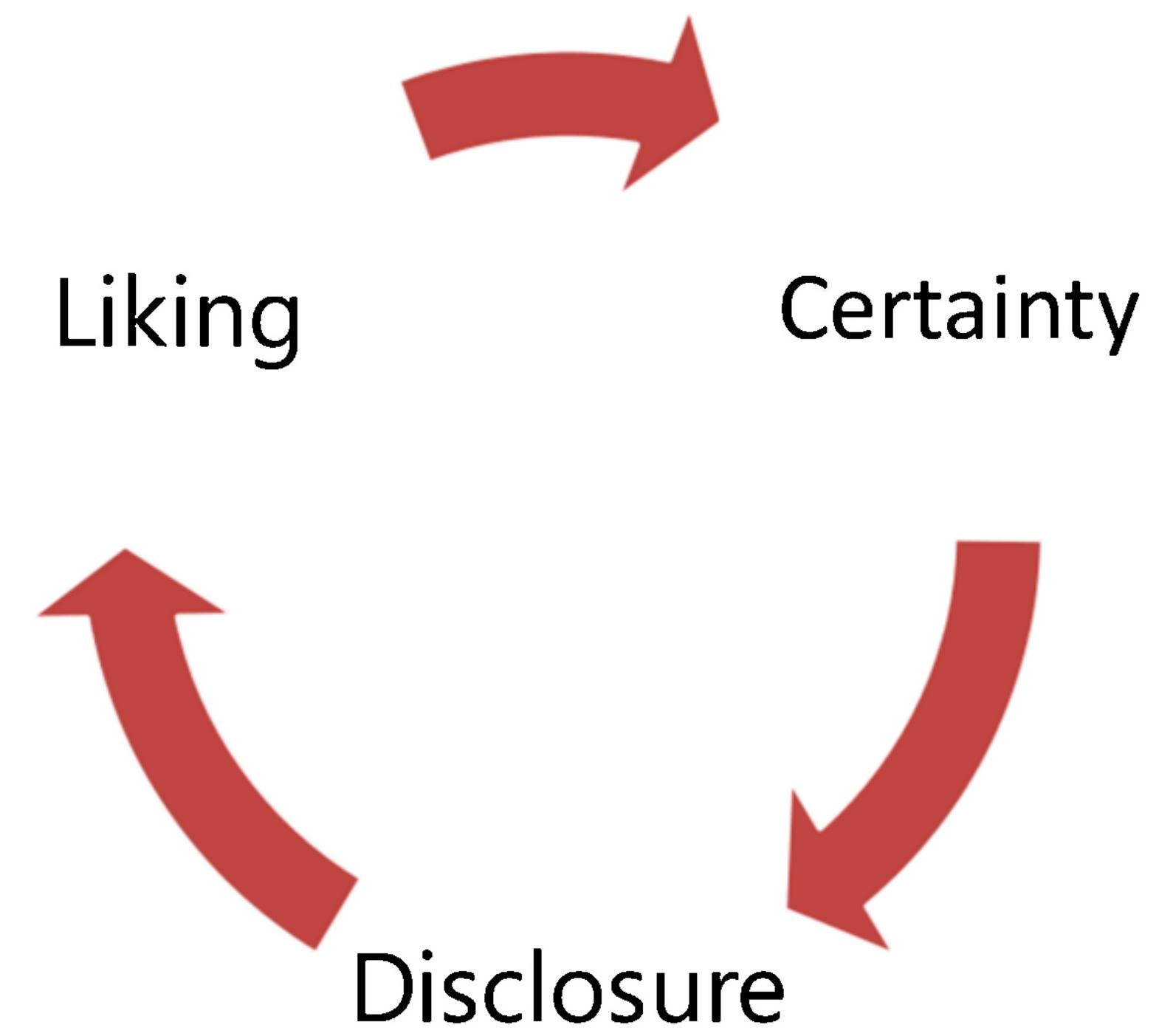
Extroversion

Agreeableness

Neuroticism

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

## Mirroring

People copy each other while in social interaction with them.

- body language
- language cues
- expressions
- eye movements
- emotions

## Accommodation

Adjustment of speech, patterns, and language towards another person in communications

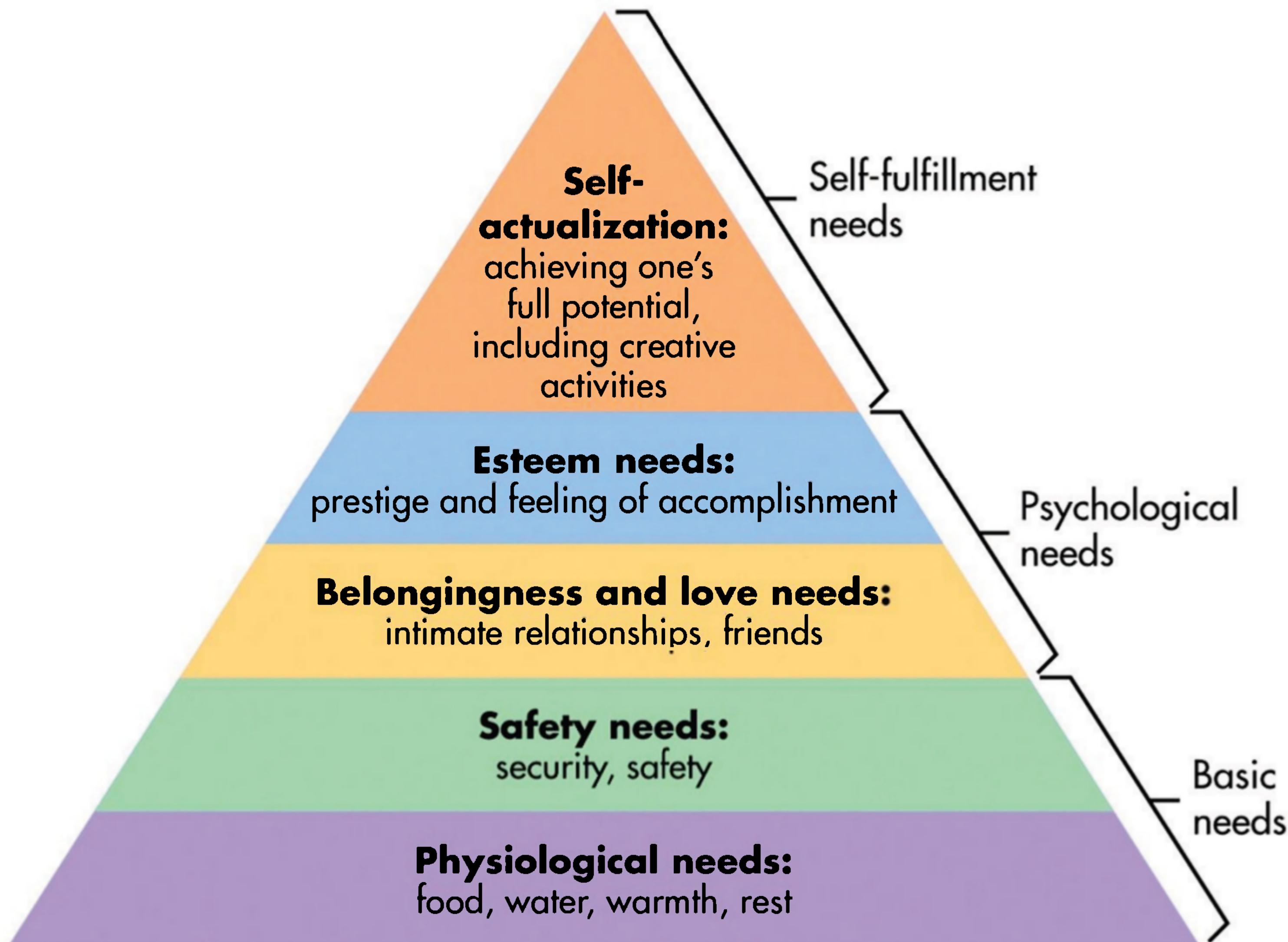
- People in conversation tend to converge
- Depends on empathy and other personality traits
- Possibility of over-accommodation and end up looking condescending

## Mimicry

adoption of specific social traits by the communicator from the other participant



SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

Who  
are  
you?



SECRET//SI//REL TO USA, FVEY

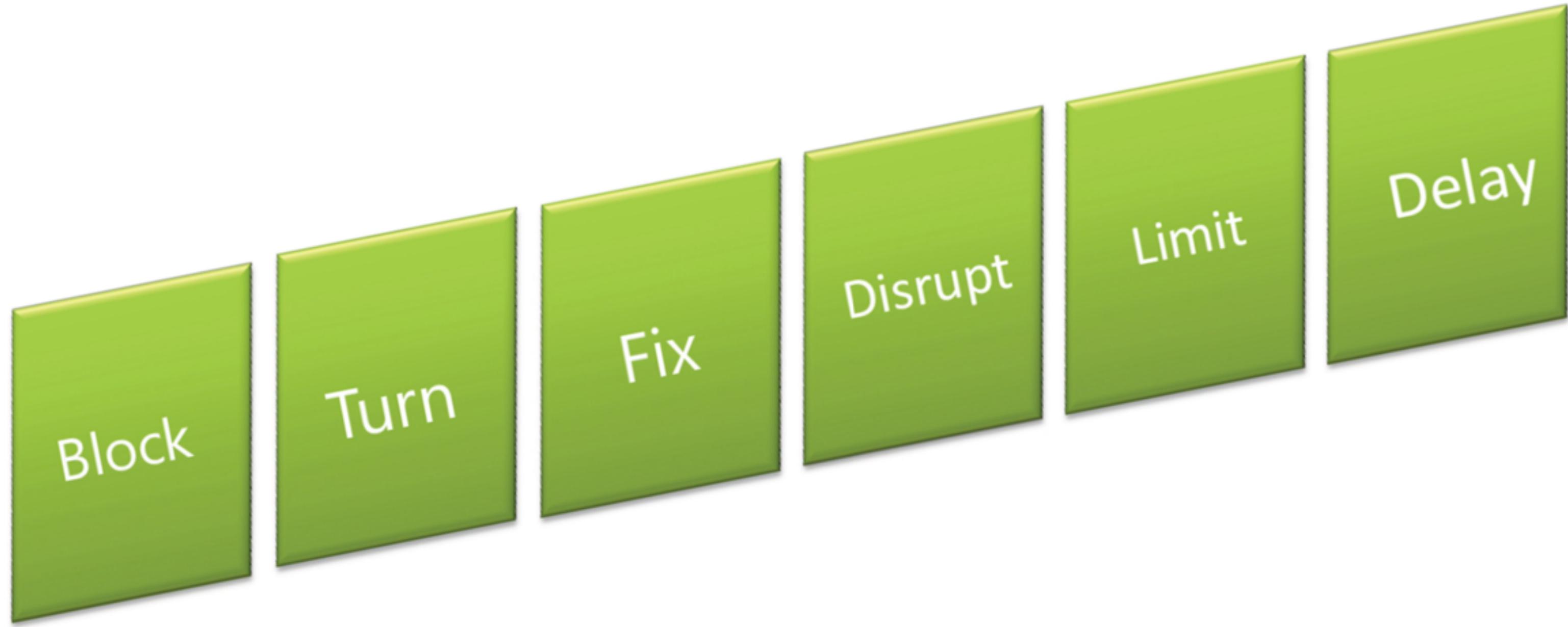
SECRET//SI//REL TO USA, FVEY



## STRAND 4 Disruption and Computer Network Attack

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

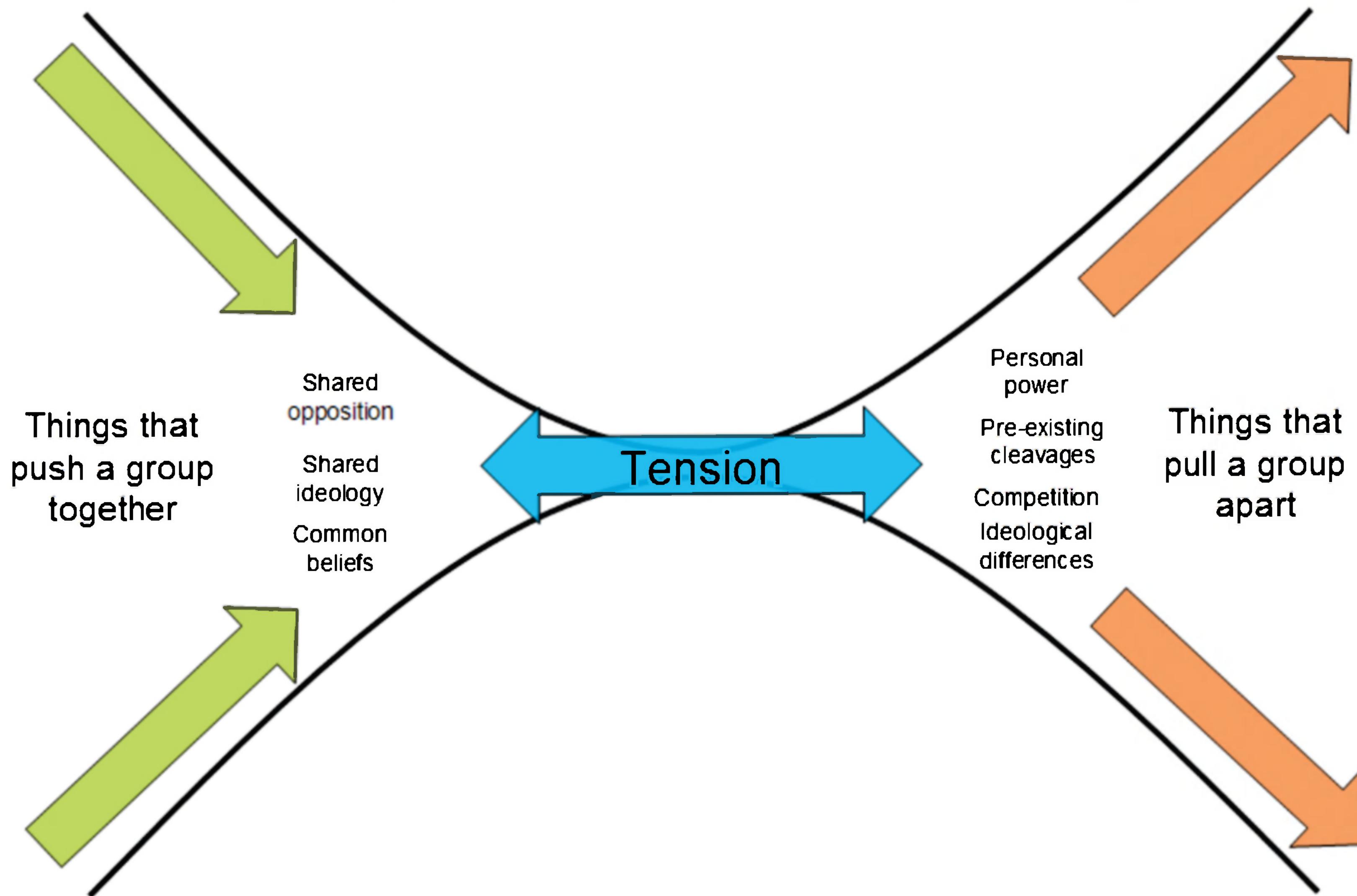
# DISRUPTION

## Operational Playbook

- Infiltration Operation
- Ruse Operation
- Set Piece Operation
- False Flag Operation
- False Rescue Operation
- Disruption Operation
- Sting Operation

SECRET//SI//REL TO USA, FVEY

# Identifying & Exploiting fracture points



SECRET//SI//REL TO USA, FVEY



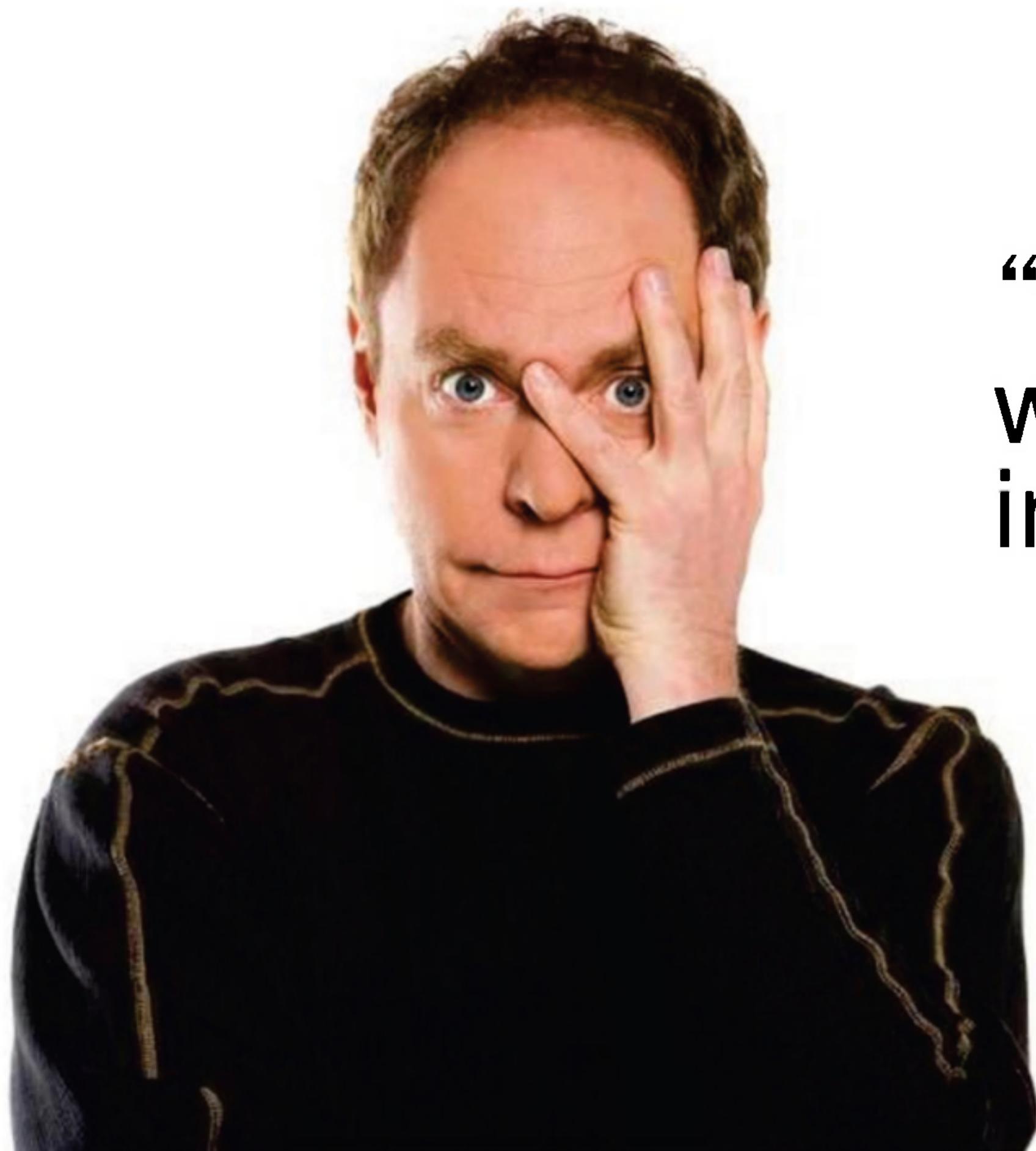
Full roll out complete by early 2013  
150+ JTRIG and Ops staff fully trained

Mainstreaming work – push reduced  
“level 1” Tradecraft to 500+ GCHQ  
Analysts

“Relentlessly Optimise Training  
and Tradecraft”

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



# “Conjuring with information”

Teller, 1998

[REDACTED]  
Head of Human Science  
JTRIG-HSOC  
NSTS: [REDACTED]

SECRET//SI//REL TO USA, FVEY