

# PERSONA PROFILE WORKSHEET

This tool guides development of how a persona should be reflected in the engagement environment. Operational goals will dictate the level of detail necessary for a persona. This profile is intended to help operators scope the level of detail needed for a given persona by identifying basic attributes that should be reflected in the environment.

Having defined profiles is important for consistency when a persona(s) is operated by multiple deception operators throughout the course of an operation.

## PERSONAS: IDENTIFY VICTIM PROFILES FOR YOUR DECEPTION NARRATIVE

PERSONA	PATTERN OF LIFE	GOALS
Name:	Works Hours:	
Date of Birth:	Sleep Schedule:	
Geographical Area:	Interests:	
Role/Title:		
Background:	Typical Websites Visited:	CRITICAL TASKS
	Additional Habits:	
Persona Start Date:	Username/Passwords:	

The MITRE Engage team has adapted a version of MITRE Innovation Toolkit's Persona tool. Use the worksheet on the following page as a starting point when determining which details are necessary to support your engagement narrative. Some operations will require additional details; others will require a subset of these character traits. Your operational objectives and engagement narrative will help you to make those assessments.

*For information on the MITRE Innovation Toolkit, check out [itk.mitre.org](https://itk.mitre.org). For information about MITRE Engage, contact [engage@mitre.org](mailto:engage@mitre.org), visit us at [engage.mitre.org](https://engage.mitre.org), or connect with us on LinkedIn @MITRE Engage.*

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