# 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: IDENTIFIY VICTIM PROFILES FOR YOUR DECEPTION NARRATIVE

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.* *For information about MITRE Engage, contact*** [***engage@mitre.org,***](mailto:engage@mitre.org) ***visit us at*** [***engage.mitre.org***](http://engage.mitre.org/)***, or connect with us on LinkedIn @MITRE Engage.***

### PERSONAS WORKSHEET

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