

Subject Profile

Sources of information could include previous personal contact, contact via a third party, and Open Source Research (i.e. social media, wider open source). The source of each piece of information should be accurately reference for future use.

All information should be accurate, attributable and relevant.

Name

Picture

Company

Company and Job Role

Relationship to you (E.g. client, competitor, superior, co-worker)

Previous Interactions

Employment History

Social Media Presence *E.g. URL to Facebook, Twitter, LinkedIn*

DNA of Influence *Type: Age, Gender, Nationality/Regional Background, Positive / Negative Characteristics, Class*

Attitudes & Beliefs E.g. religion, politics, specific policy areas (environment, equality, etc.),

Interests E.g. sports, hobbies, cuisines

Likes & Dislikes *Could include specific people, places, things, habits.*

Relationships and Networks *Who does the subject know that I know? What are the subjects wider networks that I might have links into or should be aware of.*

Drivers and Motivations: *E.g. Power, independence, Curiosity, Acceptance, Order, Saving, Honour, Idealism, Social Contact, Family, Status, Vengeance, Romance, Eating, Physical Activity, Tranquillity*

Miscellaneous Information *This can include anything of use which does not fit into other areas*