



# FACE FILE

REMEMBER EVERY FACE YOU MEET

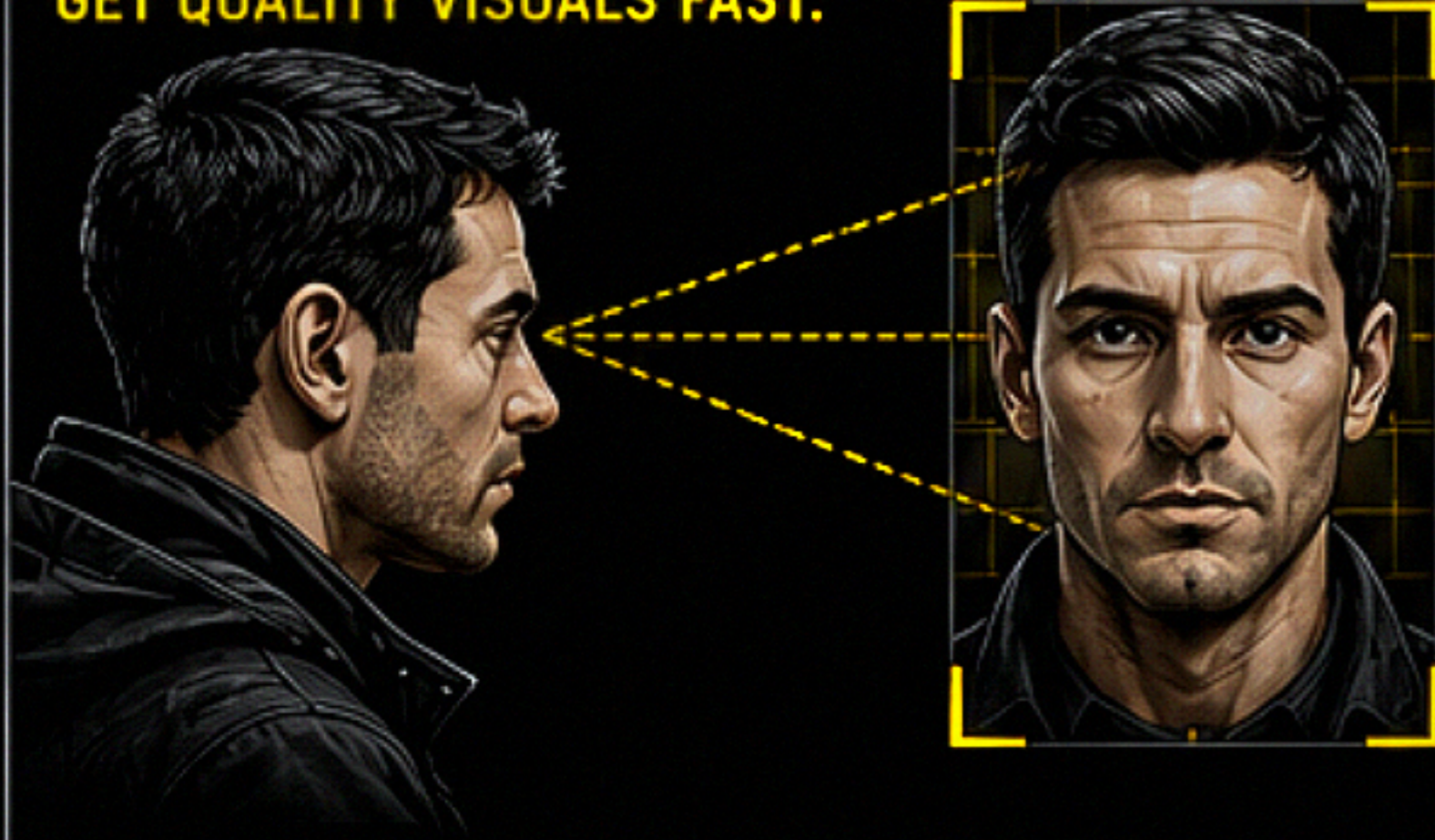
PEOPLE ARE DATA. CAPTURE IT. RETAIN IT. USE IT.



VISUAL ACQUISITION IS THE FIRST ADVANTAGE.

## 1 ACQUIRE

GET QUALITY VISUALS FAST.



- FACE-TO-FACE IDEAL
- 3-5 SECONDS FOCUSED LOOK
- MULTIPLE ANGLES IF POSSIBLE
- NOTE DISTINCTIVE FEATURES EARLY

### FOCUS AREAS



## 2 ANCHOR

ATTACH THE FACE TO SOMETHING MEANINGFUL.

LINK THE FACE TO:

- NAME
- OCCUPATION
- LOCATION
- VOICE
- UNIQUE DETAIL
- WHAT THEY SAID OR DID

**TIP**  
THE MORE ASSOCIATIONS, THE STRONGER THE RECALL.



## 3 ENCODE

TURN IT INTO A PICTURE.

- CREATE A MENTAL IMAGE EXAGGERATE FEATURES.
- PLACE THEM IN A VIVID SCENE THE MORE ABSURD, THE BETTER.
- USE SPATIAL MEMORY PICTURE THEM IN A LOCATION YOU KNOW WELL.



### EXAMPLE SCENE

DREW HASKELL WITH A SCAR LEFT EYEBROW, WEARING A BLACK WATCH, MOVING A KING PIECE ON A CHESSBOARD IN ROOM 7, WHILE A GORILLA HOLDS AN UMBRELLA.

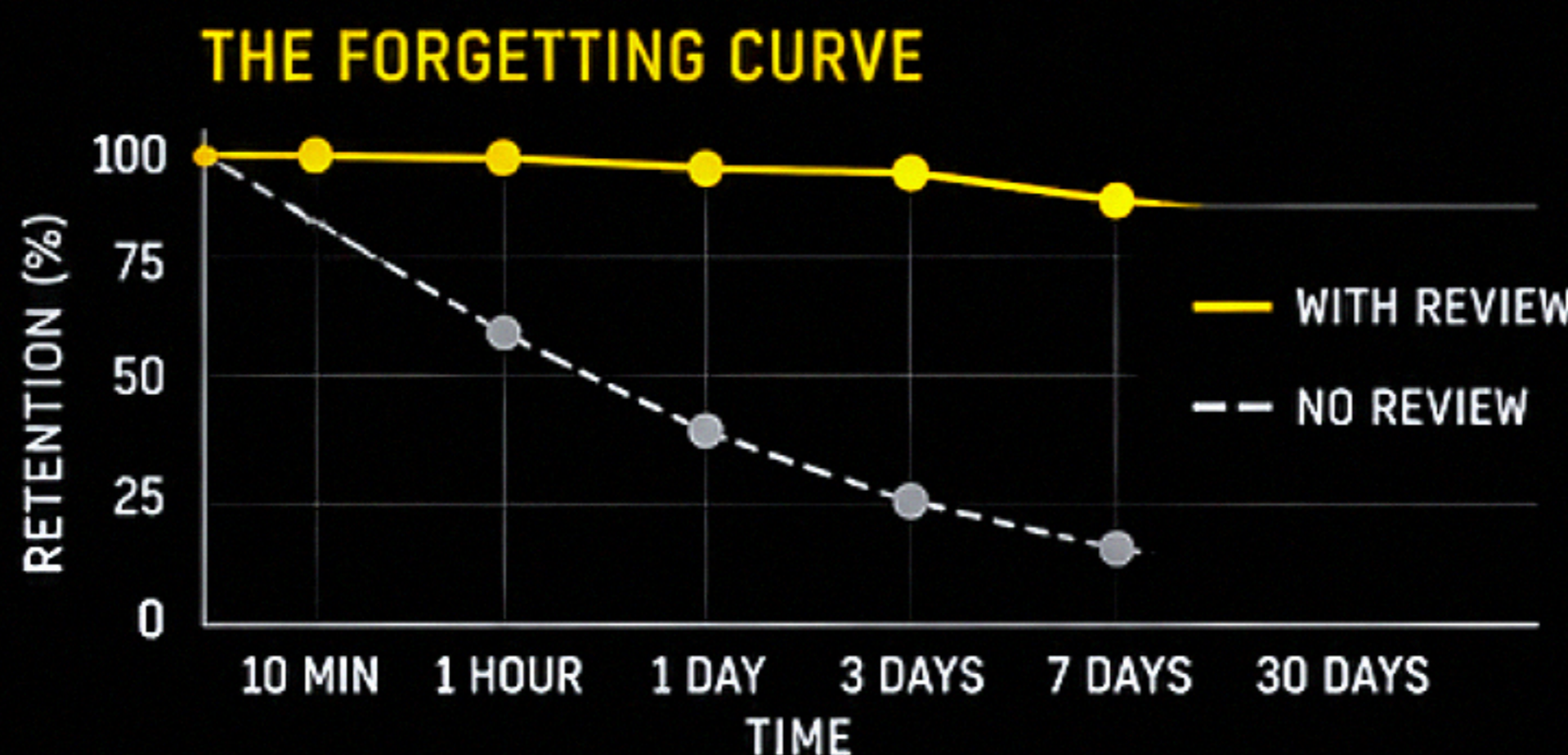
### WHY IT WORKS



## 4 REVIEW

REINFORCE BEFORE IT FADES.

- REVIEW AT INTERVALS
  - 10 MINUTES
  - 1 HOUR
  - 1 DAY
  - 3 DAYS
  - 7 DAYS
  - 30 DAYS



### HOW TO REVIEW

- RECALL THE FACE WITHOUT LOOKING AT A PHOTO.
- REPLAY THE ANCHORS AND THE SCENE.
- TEST YOURSELF OFTEN.

## 5 APPLY

USE IT. LOG IT. PROTECT IT.

USE IT RECOGNIZE FACES IN NEW CONTEXTS. CONFIRM DETAILS IN CONVERSATION.

LOG IT RECORD AS SOON AS OPSEC ALLOWS. INCLUDE VISUAL DESCRIPTORS AND CONTEXT.

PROTECT IT STORE SECURELY. NEED TO KNOW ONLY. ASSUME COMPROMISE.

### DISCIPLINE WINS

ATTENTION CAPTURES. ASSOCIATION RETAINS. REPETITION LOCKS IT IN. **MAKE EVERY FACE COUNT.**