

Key move here is for the person being interviewed to adopt the position and characteristic of the persona and PLAY that out fully. When done step back out of character and explore what you discovered.

PERSONA INTERVIEW

Have the interviewee choose a name for the predominant persona, then ask the persona the following questions.

_____, *what's the most important thing to you?*

_____, *what are you most proud of?*

_____, *when did you make your first appearance?*

_____, *who did you learn your style from?*

_____, *what are you most afraid of?*

_____, *what do you most want?*