



IB2 IO

Industry Based Broadening: Information Operations



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Communications in the Information Age

In this one-of-kind program designed for high-performing individuals directly associated with Information Operations and Operations in the Information Environment, you are presented the fundamentals of strategic communication, the cultures of the industries that utilize it, and the technologies for securing its infrastructure.

Leveraging from a variety of non-military perspectives presented from experts in the private sector and academia from across the United States on topics from big data and the internet of things to understand and change behavior, you will return to your organization with industry best practices for immediate direct application.

Key objectives

- Develop broader perspectives on the discipline of information operations beyond US military doctrine
- Gain insights on best practices from leaders in the industry through classroom discussion and off-site facility tours
- Leverage cross-disciplinary participation through team projects and development of professional partnerships
- Enhance leadership and teamwork skills through creation of information operations/ strategic communications operations frameworks

Session topics include:

- Psychology of Influence & Decision Making
- Defending Brand & Reputation in a Crisis
- Media Platforms
- Lobbying the Federal Government
- Strategically Managing Cyber Risk
- Design Thinking
- The Future of Storytelling

UPCOMING OFFERINGS

August 8th - 27th, 2021

LOCATION

Chapel Hill, North Carolina

WHO SHOULD ATTEND?

High-performing Officers & DoD Civilians

ABOUT THE IDB

The IDB is a nonprofit research and education institute formed in 1997 by the University of North Carolina at Chapel Hill and the state of North Carolina. IDB provides custom executive education programs for all career levels from the military and government, non-governmental organizations, private sector, and international organizations. IDB features curriculum in logistics and technology, life cycle systems, information operations, leadership and organizational transformation, and strategic studies.

IDB | INSTITUTE FOR DEFENSE & BUSINESS

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Please note: Program sessions, faculty, and dates included above, although current at the time of publication are subject to change.

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Program Format

The IDB IB2 seminar in Information Operations (IO): Dominance in the Information Domain, is a unique three-week educational and experiential learning opportunity to introduce military officers and DOD civilians with responsibilities within the Information Environment to the best practices of their industry counterparts - including corporate, lobbying and public diplomacy, news and media, and cyber and electronic infrastructure.

Learning takes place in the classroom with visits to leading corporations and other organizations. The seminar is segmented into three modules:

1

Prepares students to transition from military terminology and lexicon to the private sector's "strategic communications" (SC). This module will define SC, deconstruct it into its component parts, and show its national security implications and relevance to IO.

2

Takes a deep dive into each of the four industry counterparts. This part of the seminar will be divided into paired days- one or two days of in-class academic/practitioner overviews followed by one or two days of benchmarking visits to representative organizations-for each segment.

3

A practical exercise to apply industry tools to discrete national security challenges the military is likely to face within the next decade. Working in groups, students will tackle a set of issues over two days before presenting recommendations to the plenary on the third day.

THE TEAM

Amb. (Ret) David Litt
Executive Director

Mr. Clark Streets
Program Associate

Ms. Aria Henry
Program Associate

SPEAKERS FROM:

- Center for International Policy
- Indiana University
- Kenan-Flagler Business School
- National Association of Broadcasters
- University of North Carolina School of Media and Journalism
#1 in the Nation
- Walk West

SPEAKERS FROM:

- APCO International
- Duke Health ITS
- Lenovo
- SAS
- UNC ITS
- WRAL News
- WUNC-FM

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