



**IB2 IA**

Industry Based Broadening: Information Advantage

## Information Advantage in the Private Sector

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The Institute for Defense & Business' (IDB) one-of-a-kind program is designed for high-performing individuals in the Department of Defense—civilians and military—directly associated with operations in the information environment. At the **Industry Based Broadening Seminar for Information Advantage (IB2 IA)**, you learn how information advantage functions in the non-military world. You are introduced to the cultures of the organizations that compete in the information environment, and the technologies for securing information infrastructure. We leverage a variety of non-military perspectives from experts in the private and voluntary sectors, government, and academia on topics including big data, the internet of things, and understanding cognitive behavior. Subsequently, you will return to your organization with industry best practices for immediate direct application.

### KEY OBJECTIVES

- Learn best practices from private industry subject matter experts to gain advantage in the information environment
- Leverage cross-disciplinary participation through panel discussions and development of professional partnerships
- Develop broader industry perspectives on effective integration of information to achieve advantage over the competition
- Enhance leadership and teamwork skills in creating integrated approaches to strategic communications frameworks
- Gain insights on best practices from leaders in the industry through classroom discussion and off-site facility visits

### ABOUT THE IDB

The Institute for Defense & Business is a non-profit education and research organization. The IDB provides custom executive education programs for all career levels from the military and government, private sector, non-governmental, and international organizations. The IDB features curriculum and customized solutions in logistics and technology, life cycle systems, leadership and organizational transformation, and strategic studies to meet current requirements and mission objectives.

### WHO SHOULD ATTEND?\*

**Public sector:** High-performing O-3 to O-4, W-2 to W-3, E-8 to E-9, GS-12 to GS-13. For any questions or requests for exception please contact our IDB Senior Client Relations Director.

\*For more information, or to register, contact Senior Client Relations Director, Mike Bogdahn, at [bogdahn@idb.org](mailto:bogdahn@idb.org) or (760) 577-8324. Participants who are outside the listed criteria may be eligible to attend the program.

Program sessions, faculty, dates, and pricing, although current at the time of publication, are subject to change.

### LOCATION

Research Triangle Region, NC

### TUITION

**\$15,750/person**

Includes tuition, meals, lodging, instructional facilities, and all local program activity transportation.



## Program Format

IB2 IA is a unique three-week educational and experiential learning opportunity. It offers military and government civilian Leaders new perspectives within the information environment. It highlights best practices in areas such as lobbying and public diplomacy, traditional and social media, and protecting cyber architecture.

Class visits to leading corporations and other organizations accompany the learning process. 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 DoD.

# 2

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

# 3

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

"This is an excellent program! Speakers were exceptional, exercises were thought provoking, and industry visits provided great perspective and insight into how strategic communication occurs outside the Army"

*IB2-IA Alumnus*

### SESSION TOPICS INCLUDE:

- Psychology of Influence and Decision Making
- Defending a Brand and Reputation in a Crisis
- Traditional and Social Media Platforms
- Lobbying Government as a Tool of Persuasion
- Strategically Managing Cyber Risk
- Design Thinking
- The Future of Storytelling



### MEET THE TEAM

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### PAST PRESENTERS

- Center for International Policy
- Indiana University
- UNC-CH Kenan-Flagler Business School
- National Association of Broadcasters
- UNC-CH Hussman School of Journalism and Media
- Walk West
- Department of State
- Duke Health ITS
- Lenovo
- WTVD
- WRAL News
- WUNC-FM