



IB2IE

Industry Based Broadening: Information Environment



THE FUTURE IS NOW

The Institute for Defense and 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 Environment (IB2 IE), you learn what the information environment looks like in the non-military world and how to harness key tools in order to gain the information advantage. You are introduced to the cultures of the organizations that compete in the information environment both domestically and internationally. We leverage a variety of non-military and military perspectives from experts in the private and voluntary sectors, government, and academia on topics including messaging to influence, building a narrative, and understanding cognitive behavior. Subsequently, you will return to your organization with industry best practices for immediate direct application.

ABOUT THE IDB

We empower and cultivate private industry business leaders! Our programs are tailored for leaders across all organizational levels and multiple functional domains. They are designed to furnish leaders with knowledge, skills, and essential tools needed to foster an environment conducive to driving profound and impactful change. The IDB stands apart from all other educational institutions by focusing on tailored leader and professional development rather than offering generic educational programs.

LEARN MORE AT IDB.ORG

WHO SHOULD ATTEND?*

Public Sector: GS-12 to GS-15, O-3 to O-6, and CWOs

Public Sector: Civilians in roles implementing organizational and business process changes

*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.

For more information, or to register, contact solutions@idb.org or (919)-969-8008.

LOCATION

Research Triangle Region, NC

TUITION

\$7,850/person

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



www.idb.org



(919) 969-8008



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1445 Environ Way,
Chapel Hill, NC 27517



IDB | Institute for Defense & Business

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CONTENT DELIVERY

IB2 IE is a unique 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, strategic communication, traditional and social media, information as an element of combat power, and strategic decision making and influence. Class visits to leading corporations and other organizations accompany the learning process.

SAMPLE 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
- Information as an Element of Combat Power

GRADUATE OUTCOMES

- 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



FACULTY REPRESENTATION

- The Eisenhower School
- Emory University's Goizueta Business School
- University of North Carolina at Chapel Hill
- Indiana University
- Industry Executives


TESTIMONIAL


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


IB2-IE Alumnus

UPCOMING PROGRAMS




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