



IB2 IE

Industry Based Broadening: Information Environment



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Information Environment in the Private Sector

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, and the technologies for securing information infrastructure. 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, 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 and Business delivers educational Programs to teach, challenge and engage leaders. Programs offered by the IDB target leaders at all levels and multiple functional areas. They are designed to provide knowledge, skills, and tools to better equip leaders to create an environment for impactful change.

Some of the areas of study include strategy, innovation, risk management, contested logistics, data fluency, AI and critical thinking. Our programs educate, energize and provide leaders with the intellectual capital that is critical to successful transformation.

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-15. For any questions or requests for exception please contact solutions@idb.org.

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

\$16,575/person

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



Program Format

IB2 IE is a unique two-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.

KEY 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
- Information as an Element of Combat Power
- Cyber Strategy in the Great Power Competition

“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...”

IB2-IE Alumnus



For More Information Contact:

Solutions@idb.org
(919) 969-8008

PAST PRESENTERS

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

