



INSTITUTE FOR  
DEFENSE & BUSINESS



# IB2 LOG

## Industry Based Broadening Logistics

### THE FUTURE IS NOW

The Institute for Defense and Business (IDB) offers our Industry Based Broadening Strategic Broadening Seminar (IB2-LOG SBS), a one-week educational and experiential learning opportunity for participants to broaden their perspectives by exposure to what private industry is doing in important areas including data, technology, innovation, artificial intelligence, continuous process improvement, and overall organizational culture. IB2-LOG SBS participants attend a one-week residency in North Carolina, where they engage in intensive learning and collaboration. The program also focuses on enhancing leadership skills, understanding complex security environments, and fostering critical and creative thinking. Before attending the program, participants prepare a problem statement related to an important challenge in their organization or one that requires attention to move the organization forward to either increase readiness, reduce costs, or to improve overall performance. This seminar is specialized for those at the O-3/4 levels, including Warrant Officers and Senior Non-Commissioned Officers (Master's Degree preferred). Civilians of an equivalent career level are encouraged to participate.

### ABOUT THE IDB

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, Artificial Intelligence, and critical thinking. Our programs educate, energize, and provide leaders with the intellectual capital that is critical to successful transformation.

### CONTACT US

 [www.idb.org](http://www.idb.org)

 (919) 969-8008

 [solutions@idb.org](mailto:solutions@idb.org)

 1445 Environ Way,  
Chapel Hill, NC 27517

 IDB | Institute for Defense & Business

### LEARN MORE AT IDB.ORG

#### WHO SHOULD ATTEND?\*

**Public sector:** GS12-GS15, O3-O4, CWO2-CWO4, and E7-E9

**Private 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](mailto:solutions@idb.org) or (919)-969-8008.



#### LOCATION

Durham, North Carolina  
Research Triangle Region, NC



#### TUITION

**\$7,850/person**

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



# IB2LOG

Industry Based Broadening Logistics

## CONTENT DELIVERY

IB2-LOG provides unparalleled contact to real-world practitioners across academia, public, and private sector subject matter experts. It is a one-of-a-kind state-of-the-art experience, where participants are expertly exposed to innovation, culture change, data utilization, and the role of artificial intelligence in addressing complex supply chain and logistics challenges. The exposure to private industry inspires fresh ideas and encourages critical thinking, preparing participants to tackle future warfare demands effectively.

## SAMPLE TOPICS INCLUDE:

- Problem Statements and Industry Benchmarking
- Everyone Communicates, Leaders Connect
- Leading Innovation
- Elevator Pitch and Storytelling
- Exploring and Communicating with Data
- Simplifying Complexity: Strategy as Simple Rules
- Fact Based Tools and Negotiations

## GRADUATE OUTCOMES

- Understand the Problem Statement development and refinement process
- Learn best practices to optimize business processes
- Understand the power of analytics and crafting an influential story with data
- Arm you with ability to ask the right questions, approaches to breakthrough innovation
- Apply design thinking and simple rules
- Communicate to an executive level audience
- Improved Self-awareness to lead yourself and others

## TESTIMONIAL

“This course provides a superb critical thinking exercise with real world application in a very short period of time. Maximum bang for investment.”

*IB2 LOG Alumnus*



## INDUSTRY REPRESENTATION

*Site visits with local companies may include:*

- General Electric Aerospace
- SAS Institute
- Amazon
- Walmart
- TE Connectivity
- FedEx Express
- Caterpillar
- IBM

## FACULTY REPRESENTATION

- Wake Forest University School of Business
- University of North Carolina Kenan-Flagler Business School
- IB2 LOG Alumni
- Industry Executives

## UPCOMING PROGRAMS



[www.idb.org](http://www.idb.org)



(919) 969-8008



[solutions@idb.org](mailto:solutions@idb.org)



1445 Environ Way,  
Chapel Hill, NC 27517



IDB | Institute for Defense & Business