



# INFLUENCE WARFARE



THE **A**CADEMY

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# INFLUENCE WARFARE

**Advance your career** in intelligence, defense, policy, corporate strategy, technology, media, marketing, and strategic communications with an *Executive Certificate in Influence Warfare*.

## WHEN

Spring: April 2026

Fall: September 2026

## DURATION

6 months (24 weeks)

## TUITION & CREDIT

US \$7,650

(3 classes; 9 credits total)

## WHERE

Live Online via Zoom

(Once per week, 2 hours)

## FOR WHO

Professionals interested in:  
Intelligence, Defense, Policy,  
Media, Marketing, Corporate  
Strategy, Technology, Strategic  
Communication

Influence warfare has never been more relevant than it is today, and its strategic importance will only deepen in the years ahead. In an environment where information circulates globally within seconds and narratives can be engineered to shift public sentiment or decision-making, influence has become the central arena of competition. States, corporations, and movements now shape outcomes—not through force—but through weaponized narratives, sacred values, and targeted information operations capable of altering alliances, undermining institutions, or mobilizing populations. As AI-generated media, digital platforms, and interconnected networks amplify the speed and scale of influence warfare, future conflicts will hinge on who can shape understanding and behavior with precision, with prejudice, in perpetuity. Mastering influence warfare is no longer a niche capability reserved for select operators; it is the core strategic literacy required to navigate the modern and emerging information battlespace.

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This executive program immerses students in the full spectrum of influence warfare—an arena that has shaped civilizations, toppled empires, and redirected history without a single shot fired. Across twenty-four weeks, students move from ancient strategic wisdom to the most advanced influence tradecraft used today by special operations forces, intelligence services, and global competitors. Through case studies, subconscious targeting, narrative warfare, population analysis, subversion, enduring, deception, and global destabilization strategies, participants learn to recognize, design and collapse influence campaigns at the strategic level. They dissect how nations weaponize stories, identity, fear, film, networks, and emerging technologies to shape behavior and outcomes in boardrooms, governments, and international arenas. The course equips professionals with the rare ability to ethically sway behavior, build societal resilience, diagnose instability, and craft influence strategies that succeed where force cannot.

What was once taught only to elite military and intelligence units across the world is offered here—unclassified, rigorous, and for the first time, accessible to civilian and international professionals who seek mastery in the modern influence battlespace.



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## PROGRAM DIRECTOR

Dr. Howard Gambrell  
Clark

Dr. Clark created and directed the “Influence Warfare” program at National Defense University—the most in demand and popular concentration in that university’s history.

He graduated from Yale University with a degree in international relations focusing on the Middle East. While a student, Dr. Clark was a writer for U.S. Information Agency’s Middle East / South Asia Division; served on the staff of the Senate Defense Appropriations Subcommittee; and studied Arabic at the American University in Cairo via a Department of Defense grant. After Yale, Dr. Clark served as policy analyst in the Executive Office of the President for the President’s Chief Economic Adviser, focusing on counterterrorism. Following the White House, Dr. Clark served in the U.S. Marine Corps as an intelligence officer and multi-national / special-unit commander with multiple deployments to Iraq as well as Afghanistan and the Philippines.

After military service, Dr. Clark was presidentially appointed as Department of Homeland Security Chief Intelligence Officer’s Special Assistant. Then, as Senior Intelligence Analyst for Homeland Security Counter-Radicalization, Dr. Clark helped lead the Intelligence Community in intelligence support to countering violent extremism. He was then promoted to Senior Intelligence Officer for Homeland Security Operations Intelligence (headquarters) before acting as consultant (contracted Senior Intelligence Analyst) to Special Operations Command’s Counter-Radicalization Branch. While earning his Ph.D. from King’s College London War Studies, he served as senior influence adviser for USAID, USSOCOM, USDA, DOS, Special Forces, USMC, NATO, and partner governments in southwest Asia. He was CEO of Stability Institute and now president of Narrative Strategies - training and advising special operators and stabilization professionals on defeating political violence.

As faculty he has created and directed programs on influence tradecraft, global deception warfare, and psychological warfare at National Defense University (DC), National Defense College (UAE) and Civil and Political School (Kyiv).

## PROGRAM KEY TAKEAWAYS

### 1. The Art and Strategy of Influence

- Gain a systemic understanding of influence as a form of power that operates through cognition, identity, emotion, and social structure – not persuasion or communications alone.
- **Application:** Skills to diagnose influence campaigns at the strategic level rather than reacting to surface narratives; Advise leaders on how influence shapes decision-making, alliances, morale, and legitimacy; Avoid common institutional failures caused by treating influence as marketing or PR.

### 2. Influence Tradecraft and Subconscious Targeting

- Gain applied understanding of subconscious and limbic-system processes that govern fear, belonging, trust, sacred values, and self-deception—forming the foundation of modern influence tradecraft.
- **Application:** Skills to identify psychological leverage points before narratives emerge; Ability to assess why certain populations radicalize, polarize, or resist stabilization; Expertise to design or counter influence operations based on how people *actually* process meaning.

### 3. Disinformation & Deception as Operational Cycles

- Gain a full-cycle understanding of deception warfare – from target selection and narrative seeding to application, self-reinforcement, and behavioral outcomes.
- **Application:** Skills to track disinformation campaigns beyond content into effects and feedback loops; Ability to identify when adversaries are exploiting internal contradictions rather than fabricating lies; Measure influence impact in behavioral, institutional, and trust-based terms.



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## PROGRAM KEY TAKEAWAYS

### 4. Mapping Informal Power & Hidden Governance

- Gain the ability to recognize and analyze real influence structures that operate outside formal authority – including gray markets, informal leaders, cultural brokers, and institutional chokepoints.
- **Application:** Ability to identify key actors who shape outcomes without visible titles or platforms; Improve population engagement, stabilization, and organizational resilience; Avoid policy and corporate failures caused by misreading who *actually* holds power.

### 5. Influence Warfare in Conditional of Conflict & Crisis

- Gain deep understanding of how influence functions during escalation, instability, and total war – including the role of sacred values, endurance narratives, and will formation.
- **Application:** Skills to anticipate how populations behave under sustained pressure or threat; Understand why materially weaker actors often outlast stronger forces; Prepare organizations and societies for psychological endurance, not just kinetic defense.

### 6. Institutional Vulnerability & Self-Sabotage

- Gain insight into how organizations, governments, and corporations unintentionally weaken themselves through internal narratives, incentives, and managerial behavior.
- **Application:** Skills to identify self-inflicted influence failures inside institutions; Advise leaders on structural and cultural vulnerabilities; Prevent internal fragmentation during periods of pressure or scrutiny.

### 7. Influence in the AI-Accelerated Information Environment

- Gain an understanding of how AI-generated media, platforms, and networked systems accelerate influence, scale deception, and compress decision timelines.
- **Application:** Expertise to assess how emerging technologies change influence speed, reach, and persistence; Prepare leaders for environments where truth verification lags behavioral impact; Design influence-aware strategies for AI-mediated ecosystems.

### 8. Ethics Use, Defense & Resilience

- Gain a disciplined framework for understanding influence power without becoming captive to it – balancing effectiveness, ethics, and long-term stability.
- **Application:** Skills to build influence strategies that strengthen institutions rather than corrode them; Defend populations and organizations against manipulation without overreaction; Lead responsibly in environments where psychological power is unavoidable.





# INFLUENCE WARFARE

## PROGRAM KEY TAKEAWAYS BY PROFESSION (NOT EXHAUSTIVE LIST)

### **INTELLIGENCE**

**For intelligence professionals,** executive-level study of Influence Warfare sharpens the ability to detect, analyze, and anticipate adversarial behavior that operates below the threshold of armed conflict. It equips intelligence professionals to move beyond collection toward interpretation—understanding how narratives, deception, and psychological leverage shape decisions, legitimacy, and long-term outcomes. This enables earlier warning, better assessments, and more effective support to policymakers and operators.

### **DEFENSE**

**For defense professionals,** Influence Warfare education expands strategy beyond kinetic effects to the psychological and societal dimensions that ultimately determine victory or failure. It prepares leaders to integrate influence into planning, deterrence, and operations, recognizing that morale, legitimacy, endurance, and perception can matter more than firepower. This perspective improves campaign design, resilience, and the ability to compete in gray-zone and hybrid conflicts.

### **POLICY**

**In policy environments,** Influence Warfare literacy enables officials to evaluate how narratives, information manipulation, and strategic messaging affect domestic and international decision-making. It strengthens the ability to craft policy that anticipates second- and third-order effects, counters adversarial influence, and aligns actions with long-term strategic objectives. This helps prevent policy missteps driven by misperception, misinformation, or reactive decision-making.

### **CORPORATE / BUSINESS INTELLIGENCE**

**At the corporate and executive level,** Influence Warfare education strengthens strategic leadership by improving judgment under uncertainty. Leaders gain tools to manage narratives, build trust, anticipate manipulation, and protect organizational legitimacy in complex information environments. This capability supports better crisis management, stakeholder engagement, competitive positioning, and long-term resilience in an era where perception and influence increasingly determine success. For business intelligence professionals, Influence Warfare provides frameworks to understand how competitors, states, and non-state actors shape markets, consumer behavior, regulatory environments, and reputational risk. It enhances the ability to detect deception, strategic signaling, and narrative manipulation that can distort data and decision-making. This leads to more accurate forecasting, risk assessment, and competitive advantage.



# INFLUENCE WARFARE

## ABOUT THE ACADEMY



The Academy is the premier university for Cyberpsychology, Cognitive Warfare, Influence Warfare, and Intelligence Tradecraft.

At The Academy, we don't just teach — we cultivate depth.

Our goal is wisdom — leadership in today's world demands more than knowledge. At the Academy, knowledge is the foundation, understanding is the journey, and wisdom is the destination.

## PROGRAM SCHEDULE

### EXECUTIVE CERTIFICATE IN INFLUENCE WARFARE

Month	Topic
<b>CLASS 1</b>	<b>INFLUENCE WARFARE</b>
April	<b>Week 1:</b> Introduction to Influence Warfare & Influence Theory <b>Week 2:</b> Targeting the Unconscious: Hacking Subconscious & Limbic-System Processes <b>Week 3:</b> Lethal Narratives Strategies <b>Week 4:</b> Strategic Narrative & Influence
May	<b>Week 5:</b> Influence as Power: Influence Strategies <b>Week 6:</b> Influence Tradecraft <b>Week 7:</b> Influence Networks & Tools- Tactics to Strengthen Community Cohesion <b>Week 8:</b> Biological Terror- Primal Fear to Malign Community Influence

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CLASS 2	SUBVERSION, SUBTERFUGE, SABOTAGE
June	<b>Week 9:</b> Introduction to Subversion, Subterfuge, Sabotage <b>Week 10:</b> Subversion & AI <b>Week 11:</b> MacGyver Warfare of the Unfettered Mind- Unrestricted Political Warfare, Lessons for Community Leaders & Congregations <b>Week 12:</b> Forward Persistent Subversion- Subversion as Necessary for Survival with Active-Measures
July	<b>Week 13:</b> Deception Warfare & Disinformation <b>Week 14:</b> Conspiracies, Theories & Fantasies <b>Week 15:</b> Movies as Subversive Propaganda- Film & Subversion <b>Week 16:</b> Institutional & Managerial Self-Sabotage
CLASS 3	STRATEGIES IN THE INFLUENCE BATTLESPACE
August	<b>Week 17:</b> Influence & Power <b>Week 18:</b> Total War, Fifth Columns, & Saboteurs <b>Week 19:</b> Trust Warfare and Disinformation <b>Week 20:</b> Influential Communications
September	<b>Week 21:</b> Population Evaluation <b>Week 22:</b> Stabilization <b>Week 23:</b> Grey Markets <b>Week 24:</b> Radicalization



# INFLUENCE WARFARE

## KEY STUDENT BENEFITS



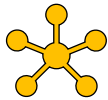
### **Taught by Scholar-Practitioners.**

Our faculty are not only accomplished academics but also seasoned professionals who have served in leadership roles across government, industry, and academia. This dual expertise ensures that every concept is grounded in real-world application. While we teach theory as essential tools in a toolbox, our focus is on how to use those tools effectively in practice. This unmatched blend of academic depth and real-world experience ensures that every lesson bridges theory and practice – equipping students not just with knowledge, but with the insight and judgment needed to lead.



### **Professional Mentorship- Career Preparation & Guidance.**

Beyond the classroom, our faculty provide personalized career guidance, interview and résumé support to help students advance confidently into the next stage of their professional journey. Whether students are applying to the CIA, DIA, NSA, FBI; our scholar-practitioner faculty is there to mentor you; however, job placement is understandably not guaranteed.



### **Interdisciplinary Approach.**

Not your traditional university. The Academy stands apart through its deeply interdisciplinary approach-bridging intelligence, psychology, philosophy, sociology, neuroscience, cyberspace, technology, policy, and strategy. This fusion of disciplines moves beyond theory, making learning practical, immediately applicable, and future-oriented.



### **Most Learning Materials are Available in Audio/Video/Print.**

We value your time and recognize the demands of balancing family, career, and education, so we provide most learning materials in convenient audio and/or video form, allowing you to learn anywhere, anytime.



### **Embracing Technology.**

We integrate cutting-edge technology into learning. Students learn to navigate and apply the latest tools, such as ChatGPT, to lead effectively in a rapidly evolving digital world.



### **Convenient Live Online (Synchronous) Format.**

Our programs are led by highly distinguished faculty – accomplished scholars and seasoned practitioners – in a live online (synchronous) format.



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