



INTELLIGENCE TRADECRAFT



THE **A**CADEMY

www.theacademy.university

INTELLIGENCE TRADECRAFT

Advance your career in Intelligence, Defense, Policy, National Security, or Business Intelligence with an *Executive Certificate in Intelligence Tradecraft*.

WHEN

Fall: September 2026

DURATION

3 months (12 weeks)

TUITION & CREDIT

US \$7,650
(3 classes; 9 credits equivalent)

WHERE

Live Online via Zoom
(Twice per week, 2 hours)

FOR WHO

Professionals interested in: Intelligence, Defense, Policy, National Security, Business Intelligence

Intelligence has never been more consequential than it is today. In an era defined by strategic competition, gray-zone conflict, technological acceleration, and global information saturation, decision-makers must navigate uncertainty at unprecedented speed. Intelligence is no longer simply about secrets—it is about structured judgment under pressure.

States, corporations, and institutions now compete in environments where data is abundant but clarity is scarce. Technical collection systems generate massive volumes of information. Adversaries practice deception as doctrine. Artificial intelligence accelerates analysis while simultaneously amplifying manipulation. In this environment, intelligence tradecraft—the disciplined integration of collection, analysis, and communication—becomes a decisive strategic advantage. Mastering intelligence tradecraft is no longer reserved for career intelligence officers. It is essential for leaders in defense, policy, business intelligence, and national security who must interpret signals accurately, detect deception early, and act responsibly amid ambiguity. Strategic success increasingly depends not on access to more information—but on the ability to think rigorously about the information available.

This executive program immerses students in the full architecture of intelligence—from operational collection disciplines to advanced analytic methodologies and strategic counterintelligence.

Across twelve weeks, participants move through three integrated pillars:

Operations Tradecraft — understanding how intelligence requirements are generated, how HUMINT and technical disciplines operate, how collection is managed, and how ethical and leadership standards sustain legitimacy and effectiveness.

Intelligence Analysis — mastering structured analytic techniques, cognitive bias mitigation, deception detection, forecasting, AI-assisted analysis, and executive-level briefing. Students learn not simply to interpret data, but to produce defensible, probability-based assessments that withstand scrutiny.

Global Intelligence Landscape & Counterintelligence — examining comparative intelligence systems (Five Eyes, PRC, Russia, Israel, Iran, North Korea), intelligence competition in strategic rivalry, insider threats, and institutional resilience in the face of penetration and influence.

Through case studies, historical analysis, and practitioner-led discussion, participants gain applied fluency in how intelligence actually functions in real-world environments—where time is compressed, political pressures exist, and uncertainty is unavoidable. The program develops the rare capacity to translate information into decision advantage without overstating certainty or succumbing to narrative bias.

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).



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Dr. Bailey brings a wealth of expertise spanning intelligence, policy, defense, and academia, as well as the nonprofit and private sectors. She serves as the CEO of Glocal- the world's first and only News Superintelligence environment; as well as, President and Professor at The Academy. Dr. Bailey also serves as a professor at the National Defense University (NDU), and an Adjunct Professor at Georgetown University, Master's program in Applied Intelligence.

Intelligence, Defense, and Policy

Previously, Dr. Bailey served as a senior counterintelligence (CI) analyst at the Department of Defense (DOD), an analyst and subject matter expert (SME) covering a variety of high-level national security issues at the Office of the Director of National Intelligence (ODNI), the Department of State (DOS), Central Intelligence Agency (CIA), as well as, the Consulate General of Israel and the Consulate General of Ukraine. Dr. Bailey has served as a SME on intelligence, CI, counterterrorism, cyber, AI and emerging technology, political, security, and religious issues in the Middle East, Africa, East Europe, Asia, and Europe, as well as, media, influence, behavioral psychology, and strategic communication.

Originally from the Soviet Union, Dr. Bailey understands first-hand how narratives and propaganda can influence and control populations through technology.

PROGRAM DIRECTOR

Dr. Elena Taube Bailey



Central Intelligence Agency

Dr. Bailey with her husband

Academics

Dr. Bailey completed a Ph.D. in Strategic Communication at GMU, focusing on media, cyberpsychology, and influence. She had received a Master's degree in Psychology from Harvard University, an M.B.A. from Georgetown University, and a Master's degree in Politics with a focus in International Relations and American Government from New York University. Additionally, Dr. Bailey holds a Certificate in Intelligence Analysis from the Sherman Kent School for Intelligence Analysis, a Graduate Certificate in Advanced Marketing Management from Georgetown University, and a Graduate Certificate in Messianic Jewish Studies from the Messianic Jewish Theological Institute. Dr. Bailey speaks fluent English, Russian, Ukrainian; and some Hebrew.



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PROGRAM KEY TAKEAWAYS

Operations Tradecraft

1. Intelligence as a Structured Operational System

- Develop a systemic understanding of how intelligence operations are designed, tasked, and executed across HUMINT, SIGINT, GEOINT, MASINT, OSINT, and technical disciplines. Examine how requirements generation, collection management, interagency coordination, and field tradecraft translate strategic priorities into actionable reporting. Move beyond abstract models to understand how intelligence functions under political, legal, and operational constraints.
- **Application:** Improve requirement design; Align collection to decision needs; Identify operational friction before it degrades output.

2. Human & Technical Collection Integration

- Study the interplay between human sources and technical collection platforms, including their strengths, blind spots, and vulnerability to deception. Analyze how overreliance on technical precision or human reporting can distort confidence levels, and how effective operations require disciplined integration rather than stovepiping.
- **Application:** Interpret reporting with calibrated confidence; Avoid false certainty; Strengthen cross-discipline collaboration.

3. Ethics, Leadership & Operational Responsibility

- Explore the ethical and professional responsibilities inherent in intelligence operations, including legal boundaries, legitimacy, oversight, and institutional trust. Assess how leadership culture shapes operational risk, tradecraft standards, and long-term credibility.
- **Application:** Protect institutional legitimacy; Navigate complex legal-ethical terrain; Lead responsibly under pressure.

4. Decision Advantage Through Analytic Rigor

- Develop a deep understanding of intelligence analysis as a discipline designed to reduce uncertainty, not eliminate it. Examine how structured analytic techniques (SATs), hypothesis testing, and probabilistic reasoning improve estimative judgment. Study historic analytic failures to understand how bias, narrative anchoring, and politicization distort assessment.
- **Application:** Increase analytic defensibility; Produce clearer probability-based judgments; Reduce bias-driven miscalculation.



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Intelligence Analysis

5. Cognitive Bias, Deception & Analytic Failure

- Gain applied insight into cognitive bias, motivated reasoning, mirror-imaging, and adversarial deception strategies. Explore how adversaries exploit analytic assumptions and institutional incentives to manipulate interpretation – not just information.
- **Application:** Detect deception earlier; Identify assumption traps; Strengthen warning and risk assessment.

6. Strategic Forecasting & Emerging Technologies

- Engage with indicator-based forecasting, scenario construction, AI-assisted analysis, and emerging analytic tools. Understand both the promise and the limitations of data-driven systems in strategic assessment.
- **Application:** Improve strategic warning; Integrate AI responsibly; Enhance long-term forecasting capability.

7. Communicating Intelligence for Impact

- Examine executive writing, briefing structure, and the translation of complex assessments into decision-ready products. Understand how clarity, confidence language, and evidentiary transparency influence leadership action.
- **Application:** Deliver concise, high-impact briefings; Improve analytic uptake; Reduce distortion in high-pressure environments.

Global Intelligence Landscape & Counterintelligence

8. Comparative Intelligence Systems & Strategic Competition

- Study the architecture, doctrine, and strategic culture of major intelligence actors including the Five Eyes alliance, the PRC's party-state fusion model, Russian hybrid intelligence practices, and asymmetric systems such as Iran and North Korea. Examine how intelligence systems reflect political structures and strategic objectives.
- **Application:** Assess adversary capabilities realistically; Anticipate adaptation; Inform competitive strategy.

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9. Counterintelligence as Institutional Defense

- Develop foundational and strategic understanding of counterintelligence – from insider threats and penetration risks to long-term intelligence competition. Explore how adversaries target not just secrets, but institutions, leadership networks, and decision processes.
- **Application:** Identify vulnerability indicators; Strengthen organizational resilience; Protect operational integrity.

10. Intelligence Competition & the Long Game

- Analyze intelligence as a sustained strategic competition operating below armed conflict. Examine how intelligence services shape geopolitical positioning, alliance cohesion, economic leverage, and long-term deterrence dynamics.
- **Application:** Inform national and corporate strategy; Recognize gray-zone competition; Support long-horizon decision-making.



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PROGRAM KEY TAKEAWAYS BY PROFESSION (NOT EXHAUSTIVE LIST)

INTELLIGENCE

For intelligence professionals, the Executive Certificate in Intelligence Tradecraft deepens operational and analytic rigor across the full intelligence lifecycle. Participants refine collection awareness, structured analytic techniques, bias mitigation, forecasting, and briefing under pressure. The program strengthens the transition from raw reporting to decision advantage—integrating HUMINT, SIGINT, OSINT, GEOINT, and emerging AI-enabled methodologies. Graduates leave better equipped to detect deception, anticipate adversarial behavior, and produce intelligence that informs policy and operations at the highest levels.

DEFENSE

For defense professionals, Intelligence Tradecraft enhances campaign design by integrating intelligence into planning, targeting, deterrence, and operational assessment. The program bridges tactical collection with strategic analysis, emphasizing hybrid threats, counterintelligence vulnerabilities, and gray-zone competition. Leaders gain tools to evaluate adversary doctrine, intelligence architecture, and state-level fusion of political, military, and commercial capabilities. This perspective strengthens operational foresight, resilience, and cross-domain integration in modern conflict environments.

POLICY

In policy environments, Intelligence Tradecraft provides a structured framework for translating intelligence into sound decision-making. Officials learn to assess analytic confidence, understand intelligence limitations, detect politicization risks, and evaluate long-term strategic implications. By strengthening analytic literacy and briefing comprehension, the program helps policymakers distinguish signal from noise, anticipate second-order effects, and avoid miscalculation driven by bias, deception, or incomplete assessment.



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ABOUT THE ACADEMY

The Academy is the premier institute 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.

The Academy is a private institute led by scholar-practitioners from the Washington D.C. Metropolitan Area and experts in the field of intelligence, psychology, counterintelligence, strategic communication, influence warfare, cyberpsychology, and cognitive warfare.



STRENGTH THROUGH WISDOM



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PROGRAM SCHEDULE

EXECUTIVE CERTIFICATE IN INTELLIGENCE TRADECRAFT

CLASS 1	OPERATIONS TRADECRAFT
Week 1	The U.S. Intelligence Community & Requirements
	Directorate of Operations- Being a Case Officer
Week 2	The Intelligence Cycle & Human Intelligence (HUMINT)
	Open-Source Intelligence (OSINT) & Collections
Week 3	Signals Intelligence (SIGINT) & Technical Intelligence (TECHINT)
	Geospatial/Imagery Intelligence (GEONT/IMINT)
Week 4	Measurement and Signature Intelligence (MASINT) and Technical Intelligence (TECHINT)
	Ethics, Briefings, Leadership and Policy
CLASS 2	INTELLIGENCE ANALYSIS
Week 1	The Role of Intelligence Analysis in Decision Advantage
	The Intelligence Cycle Revisited – From Collection to Insight
Week 2	Critical Thinking & Structured Analytic Techniques (SATs)
	Cognitive Bias, Deception & Analytic Failure
Week 3	Strategic Analysis & Forecasting
	Data, AI & Emerging Analytic Technologies
Week 4	Writing, Briefing & Communicating Intelligence
	Ethics, Leadership, and the Analyst's Responsibility



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CLASS 3	GLOBAL INTELLIGENCE LANDSCAPE & COUNTERINTELLIGENCE (CI)
Week 1	The Five Eyes (FVEY) Alliance- Allied Intelligence Architecture & Interoperability
	The People's Republic of China (PRC) Intelligence System- Fusion of Party, State, Military, and Commercial Intelligence
Week 2	The Russian Intelligence Services- Legacy of the KGB & Modern Hybrid Operations
	Iran & North Korea- Asymmetric Intelligence Actors- Intelligence in Isolated & Revolutionary Regimes
Week 3	Israel's Intelligence Services- Precision Intelligence & Operational Integration
	Counterintelligence Fundamentals for the U.S.- Defending Against Penetration
Week 4	Modern Counterintelligence Threats
	Strategic Counterintelligence & Intelligence Competition- Winning the Long Game



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KEY STUDENT BENEFITS



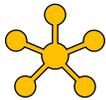
Taught by Scholar-Practitioners.

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.

The Academy stands apart from other universities 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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APPLY TODAY

Email us your resume
AND
statement of purpose describing which program you are interested in and why.

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