



# INFLUENCE WARFARE



THE **A**CADEMY

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# INFLUENCE WARFARE

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

## WHEN

Spring: April 2026  
Fall: September 2026

## DURATION

6 months

## TUITION

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

## WHERE

Live Online via Zoom

## EXECUTIVE CERTIFICATE

Influence Warfare

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 eight tightly structured 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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The leading university in influence warfare, cyberpsychology, and cognitive warfare: [www.theacademy.university](http://www.theacademy.university)



## 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

Introduces powerful mental models and frameworks to elevate your strategic thinking and leadership.

Four millennia of influence lessons reimagined for the AI era.

Draws from neurobiology, anthropology, linguistics, history, and the timeless art of storytelling.

### 2. Deception Warfare and Disinformation

We will follow disinformation campaigns from surgical target analysis through measures of impact. Step-by-step. Especially that the best deception campaigns amplify self-deception.

### 3. Influence Tradecraft and Subconscious Targeting

No more guesswork. No platitudes and theories disjointed from how influence actually succeeds.

Leverage the latest findings in neurobiology on subconscious and limbic-system processes to surgically target audiences with measurable impact.

### 4. Substantial Governance

Recognize and analyze the true quiet influencers in any society and community and corporate reach. Often without formal title or online splash. From leaders of grey markets, unions, clans, tribes, hollers, slums, secretarial pools, cartels, protection rackets, educators, religious sects, etc.

### 5. Total War and Influence

Power lies in the physical and the psychological. But even behind the physical lies the psychological. A will to fight, kill, die. And a will of a nation to suffer decades. In total war, those influenced with the more sacred of values have a rare advantage to survive an invasion despite the original balance of lethal force.

Also, during the final throes of absolute war, all sides turn to influence tradecraft. Because it is practical. Because it works. Because it’s cheap. And because it can be far more lethal than missiles and guns.



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# INFLUENCE WARFARE

## PROGRAM SCHEDULE

### INFLUENCE WARFARE EXECUTIVE CERTIFICATE

Live Online via Zoom (Once per week, 1½ hours)

6 months (24 weeks)

Month	Topic
<b>CLASS 1</b>	<b>INFLUENCE WARFARE</b>
April	Week 1: Introduction to Influence Warfare Week 2: Hacking the Subconscious Week 3: Lethal Narratives Week 4: Narrative Warfare
May	Week 5: Influence Strategy Week 6: Influence Tradecraft Week 7: Influence Tools and Networks Week 8: Deterrence and Primal Fear
<b>CLASS 2</b>	<b>SUBVERSION, SUBTERFUGE, SABOTAGE</b>
June	Week 9: Introduction to Subversion, Subterfuge, Sabotage Week 10: Subversion and AI Week 11: Unrestricted Political Warfare Week 12: Active-Measures Subversion
July	Week 13: Deception Warfare and Disinformation Week 14: Conspiracy Theories Week 15: Film Week 16: Institutional Sabotage
<b>CLASS 3</b>	<b>STRATEGIES IN THE INFLUENCE BATTLESPACE</b>
August	Week 17: Influence and Power Week 18: Total War, Fifth Columns, and Saboteurs Week 19: Trust Warfare and Disinformation Week 20: Communications and Influence
September	Week 21: Population Analysis Week 22: Stabilization Week 23: Subnational Governance Week 24: Mobilization and Radicalization



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# INFLUENCE WARFARE

## ABOUT THE ACADEMY

The Academy is the premier university for cognitive warfare, cyberpsychology, 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.

## IDEAL FOR LEADERS & PROFESSIONALS IN

Intelligence  
National Security & Defense  
Government & Policy  
Corporate Strategy  
Technology  
Media & Communications



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# 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.

