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***Strategic
Communications
Action Officers'
Course
(SCAOC)***

**For Information Warriors
and Supporting Staff
Practitioners**

Colorado Springs, Colorado



MISSION

To mentor information operators and produce empowered influence operations practitioners who understand the global, immediate information environment and can effectively apply their trade craft at the operational and strategic levels.

STRATEGY

To facilitate a course which infuses the basics of successful influence operations tactics, techniques, and procedures, regardless of inter-agency conflicts, doctrinal debates, "turf battles," or "rice bowl" issues that historically detract from the successful accomplishment of both information operations and strategic communication campaign planning and execution.

The Only Strategic Communications "crash course" on the market today!

SCAOC Modules Include

U.S. STRATEGIC
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COMMUNICATION

GREAT MOMENTS IN U.S.
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SC SUCCESS STORIES &
LESSONS APPLICABLE TO U.S.
STRATEGIC COMMUNICATION

INFLUENCE OPERATIONS
BASICS: THE ART OF SELLING
IDEAS & CONCEPTS/SKILLS
FOR ACHIEVING BUY-IN

STRATEGIC COMMUNICATION
"HOT SPOTS" & TARGET
AUDIENCES

THE WAY AHEAD: SC
MANDATES AND CHALLENGES
FOR SUCCESS

STRATEGIC COMMUNICATIONS
PRACTICAL EXERCISE

Course Kudos From the Men Who Commissioned It

**"... great job wrapping
your arms around a difficult
topic and keeping
discussion at the strategic
level."**

*-LTC Dennis Parker, USA, J5
Strategic Communications,
USNORTHCOM*

**"This course is well thought
out and presented.
Materials provided were
exceptionally well-
researched, pertinent and
up-to-date. . . This course
should be required for all
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strategic communications."**

*-Mr. Richard Affeld, GS-14, J39
Deputy Director, Information
Operations, USNORTHCOM*

*The Art of Staying
"On Target, On Message."*