

ABOUT JMARK SERVICES INC.

Our Focus

We develop and conduct advanced professional education and training courses that feature highly interactive multimedia instruction in plenary and small group settings, rigorous study and reading programs, challenging and realistic practical exercises, and teaching/mentoring teams comprised solely of senior leaders and educators.

We create tailored learning environments ranging from residential settings to online experiences that include virtual courses, simulations, and game-based challenges.

Our Experience

We have delivered advanced intelligence and security courses to thousands of U.S. military and other government professionals from operational, planning, and intelligence communities. Our audience includes uniformed military and civilian, officer and non-commissioned officers from Air Force, Army, Marine, Navy and Joint organizations, including unified combatant commands. Our faculty and course managers have provided more than 50 classes in advanced intelligence analysis alone to more than 1,500 Air Force, Army, and Marine Corps students during the past five years. Our teaching teams have also developed and conducted intelligence learning for international partners, including FVEY and NATO allies, Finland, Mexico, Saudi Arabia, and Singapore.

CONTACT US

To learn more about the Advanced Learning Intelligence Academy, please contact:

Mike Phillips
President and CEO
JMark Services Inc.
mike.phillips@jmarkservices.com

or

Tom Drohan
Director
International Center for Security and Leadership
thomas.drohan@jmarkservices.com



ALIA

Advanced Learning Intelligence Academy

Course Catalog



JMark Services  *nc.*

ALIA GOAL AND SCOPE

ALIA delivers engaging courses with leading edge concepts to prevail in all-domain and all-effects environments. We believe in the power of creative innovation—JMark Services' motto of *Transforming Minds, Shaping the Future*.

Faculty Commitment. Our faculty is learning-centered and committed to your understanding. Carefully designed learning outcomes enable you to frame and solve complex problems. Transformative learning involves risk-taking. So, if an outcome is vital but difficult to assess (*analyze* what's going viral and *evaluate* its impact, e.g.), we take that on as learning that matters.

Deep Learning. We blend operational, command, and academic experience to provide you deep learning that's relevant to your challenges. Professional curricula elsewhere often emphasize what instructors teach; we focus on what students learn. Courses are designed with educational best practices that develop how you make sense of information. Active learning prepares you for the battle of wits in the information arena.



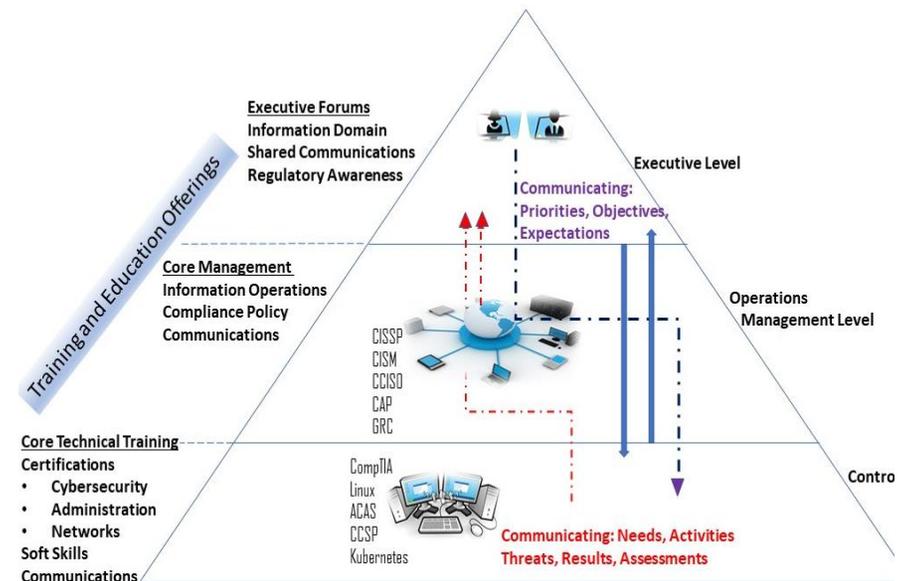
Effective Methods. Each course engages you with the most effective ways to achieve your learning outcomes. Methods include technical applications, Socratic discussions, virtual reality scenarios, human-directed artificial intelligence software, collaborative small groups, practical exercises, crisis simulations, and role-playing.

Critical Thinking. Out-thinking our adversaries requires more than spotting errors and biases. We red-team how competitors think and act, from technical skills to disinformation strategies. Your ability to analyze and innovate through complex problem sets can determine our success against highly adaptive and proactive threats. In the information environment, being out-thought means being out-fought.

CYBERSECURITY PROGRAMS

Cybersecurity Executive Program

The Cybersecurity Executive Program is comprised of 3 tenants focused on expanding the workforce, providing executive awareness education, and promoting cyber protection understanding across an enterprise. Our program features career pathway courses for individuals in transition, governance risk compliance training, and executive level information operations protection courses. The Cybersecurity Executive Program offers an expanse of key certifications courses, managerial education, communications, and soft skills development training. This collective approach aims to serve various levels of a corporations' information operations and cybersecurity activities.



Additional Technology Courses

- Linux Certified System Administrator
- Linux Certified Engineer
- Certified Kubernetes Administrator
- Certified Kubernetes Application Developer

ALIA COURSE OFFERINGS

SYNTHESIS *cont.*

Executive Leadership Development

Extensive exposure to department-level roles and missions through experience. First-hand appreciation of joint, inter-agency ops. 5 days

Operational Design in the Information Environment

Integrate info advantage into ops: focus on problem to preempt; change behavior via conditions; activities enable changed conditions. 3 days

Methods and Means for Characterizing the Information Environment

Explores various systems and analyses for characterizing the info environment; explores human-directed machine learning. 5 days

Creating Information Environment Effects, Activities, Objectives and End States

Design and contest hierarchies of effort: create activities for effects and objectives to shape end-state conditions; mitigate/exploit uncertainty. 5 days

Combined Effects in the Information Environment

Creates combinations of psychological-physical, cooperative-confrontational, and preventive-causative effects. All-domain/effects. 4 days

Critical Elements Information Environment Analysis for Joint Force Commanders

Holistic analysis includes risks, opportunities, uncertainties, costs, nature of effort, enduring changes, advantages/disadvantages and nth order effects. 2 days

INTERNATIONAL CENTER FOR SECURITY AND LEADERSHIP

The ICSL is our catalyst for creativity, leadership development, and problem-solving on the global stage. Founded in 2012 at JMark Services Inc. HQ in Colorado Springs, the Center began as a meeting place for classes, workshops, and faculty development with national and international partners. Our commitment to client learning enhances worldwide communities of defense and security professionals. Our innovative spirit drives excellence and outreach, such as the cybersecurity and info environment webinar series. Other projects include virtual reality, strategic planning, critical thinking, cyber ops design, artificial intelligence, combined effects strategy, and a security and leadership fellows program. See papers, notes, webinars, and teaching/learning products at securityandleadership.com.

ALIA COURSE OFFERINGS

STARTUP | *baseline-series*

Analytic Writing Skills

Workshop. Sharpens writing bottom-line-up-front, exec sum, judgments and background; emphasizes analysis, context and audience. 3 days

Starting Analytic Design

Introduces modeling; linearity and non-linearity, networks, convergence and divergence, problem abstraction, engineering and systems. 1 day

FOUNDATION | *100-series*

Fundamentals of Targeting and Weaponneering

Develops essential expertise in how objectives and capabilities drive weaponneering within legal and ops constraints. Special problems. 10 days

Intro to Intelligence, Surveillance, and Reconnaissance Operations

Introduces ISR fundamentals and ops; processes for effects-chains, joint intel prep and platforms for globally integrated ISR. 2 days

Emotional Intelligence

Focuses on professional and leadership development. Core competencies: self-management/awareness/regulation/motivation; empathy. 3 days

Professional Development and Leadership

Introduces concepts and qualities encompassing key components of character and leadership that professions expect of members. 4 days

Professional Development Coaching Techniques

Provides fundamental techniques to develop professional qualities in mid and senior-grade leaders. Case studies and personalized strategies. 2 days

Understanding the Relevant Information Environment

Hones analytic decision-making: what to decompose/analyze; problem definition; hierarchies of effort; depth/breadth in context. 3 days

Characterizing and Analyzing the Information Environment

Decomposes complexity into systems, objects and attributes; discerns linkages, patterns, trends, anomalies, cultures and technologies. 5 days

Disinformation in the Information Environment. Characterizes the info environment, focusing on disinfo threats and strategies. 2 days

ALIA COURSE OFFERINGS

APPLICATION | 200-series

Military Deception Planning Methodologies in the Information Environment

Applies purposes and techniques; compares principles and cases, planning and strategies to optimize/mitigate deception. 2 days

Operations Security Planning Methodologies in the Information Environment

Critiques applications of ops security in the information environment; practices proactive and adaptive planning against clever threats. 2 days

Strategic Narratives in the Information Environment

How narratives weaponize info to mobilize identity; targeted and indiscriminate mis/disinformation; human terrain strategies. 3 days

Tech and Data Applications for Info Related Capabilities and Effects

Critiques applications of info-related capabilities; roles of machine learning; develops informatized ops for info-related effects. 4 days

How to Red Team and Wargame Information-heavy Complex Problems

Red-teaming techniques and complex wargaming; perception matrices, condition-setting, influencing decisions, wargaming a wargame. 2 days

Assessment Applications in Complex Environments

Adaptively applies measures of performance and effectiveness to clarify *and* disprove; measuring what matters; quant-qual mix. 3 days

Decision-Maker Applications in the Information Environment

How influence ops synchronize applications of diverse capabilities to deliver decision advantage. Human factor profiling. 3 days

INTEGRATION | 300-series

Cognitive, Physical and Info Power in the Information Environment

How to integrate decision-making capacities, infrastructure, and cyber-electromagnetic-information capabilities to achieve advantage. 3 days

Conditional Effects and Human Factors in the Information Environment

Explores condition-setting in the information environment to achieve advantageous effects with respect to targeted decision makers. 4 days

ALIA COURSE OFFERINGS

ISR and Aerospace Power in the Information Environment

Integrates air and space capabilities for info advantage; combat cloud, multi-modal networks, distributed fusion, joint all-domain C2. 3 days

Theory of Change and Analysis of Relationships

Considers how change happens to guide program strategies, planning and ops, and evaluation and assessment. 3 days

Influence Ops and Human Behavior Relationships

Identifies analytic approaches to map attitudes, behaviors, and emotions; design persuasive comms for an end state. 4 days

Joint Operations Planning Considerations for the Information Environment

Contests the info arena: specify objectives; influence will/capability; plan in jointness as causes/effects of info advantage. 3 days

Whole of Government Approaches for the Information Environment

Arranges activities among inter-agency, multi-national, inter- and non-governmental organizations for unified effects. 2 days



SYNTHESIS | 400-series

ISR Operations for a Tactical Approach

In-scenario synch'd ISR, CONOPS, mission planning, imagery interpretation, target acquisition, and collection management. 20 days

Senior Leader Info Environment -Jt Certified

Engages senior leaders in concepts and approaches to seize and maintain strategic initiative in a dynamic information environment. 2.5 days

Info Environment Advanced Analysis -Jt Certified

Enables intel-ops communities to characterize, forecast, target, wargame, and assess the info environment. Continuous practical exercise. 10 days