



STRATEGIC COMMUNICATION ENABLER COURSE (Qualification code: ALRB)



AIM

Graduates will receive the national qualification ALRB. They will be prepared to enable strategic communication (StratCom) at the strategic, operational and tactical levels through an enhanced understanding of concepts and policy, the need for consistent and credible communications using all means – lethal and non-lethal – through comprehensive coordination, as well as insight into the StratCom mindset required to operate effectively in today's information environment.

WHY

The Canadian Armed Forces (CAF) is required to operate in a complex information environment when deployed in coalition or alliance contexts (e.g. Operation REASSURANCE, Operation IMPACT). Canadian military personnel – operators and information domain practitioners alike – deploying on international operations operate under demanding informational contexts. They are expected to understand the information environment and function effectively using a military StratCom mindset. Until now, the CAF has offered its members no formal training on how to do so.

The requirement to fill the StratCom training gap in order to enhance broader CAF operational capability has been identified and expressed clearly in Defence Plan 2018-2023, paragraphs 6, 17 and 49. This aligns with direction received from the Chief of Defence Staff, through the Director-General Military Strategic Communication, to develop formal training that ensures CAF members are adequately prepared to enable StratCom as part of their regular occupational duties in all operational contexts.

While the CAF has no StratCom doctrine of its own, this training is aligned with NATO StratCom concepts, policy and methodology, which Canada has endorsed. As noted in the approved Qualification Standard and Task List, the training will be open to CAF members from all occupations because every member employing a StratCom mindset makes a positive contribution to operational effectiveness.

The relevance of the information environment to current and future military operations is now fully recognized. Through the entire information spectrum, operators and military communications professionals must understand the information environment imperatives by displaying the ability to blend words, images and actions into mission narratives that resonate with and influence target audiences, including adversaries, in order to contribute to operational effectiveness and mission success.

**WHAT**

The course will be an engaging, operationally relevant learning experience facilitated by StratCom and information domain experts.

WHO

In order to be selected for this training, the candidate shall: a) be an officer of the rank of lieutenant/sub-lieutenant or above; b) be a non-commissioned member of the rank of master corporal/master seaman or above; or c) be a civilian employee impacting or operating in the information domain. All candidates must have an Enhanced Reliability Security Clearance.

WHEN

(Pilot) serial 1801: 3-7 December 2018

WHERE

The course will be conducted at the National Printing Bureau, 45 Boulevard Sacré-Coeur, Gatineau, Quebec. (Room number TBD)

HOW

Nominations of potential attendees should be staffed as soon as possible through their respective chains of command for inclusion in a prioritized nomination list. Attendance for the pilot serial is capped at 24 members. Temporary duty costs are the responsibility of the nominating organization.

OPI

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Course Officer

Strategic Communication Enabler Course Serial 1801

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