Understanding WASHINGTON
CSIS EXECUTIVE EDUCATION
CSIS now offers a program focused on understanding how Washington works. This educational course is intended to provide corporate, NGO, and Embassy professionals with the tools and knowledge necessary to navigate the policy ecosystem.

In today’s complex landscape, individuals and organizations must be able to adapt to changing circumstances based on a sound understanding of how the power structures and political dynamics guide policy. Course participants will engage in a variety of seminars, case studies, and exercises to learn how formal and informal networks influence decisions. They will emerge with the skills necessary to engage government and nongovernment actors in a meaningful way and effectively manage dynamic situations. Alumni will receive invitations to select CSIS events and expert briefings.

Participants should have at least seven years of experience. All course information will be presented in an educational, bipartisan, and nonpolitical manner. CSIS does not provide private consulting services.

**Sign Up**

Tuition for *Understanding Washington* is $5,000* per person. For more information on course dates and how to register, please visit https://cs.is/understandingwashington or contact Joel Martinez at jmartinez@csis.org.

*A limited amount of financial aid is available for candidates in the not-for-profit sector.*
This session provides an overview of why governments, businesses, and other organizations find it in their interest to operate Washington offices. Participants will understand more about the scope and context of advocacy and develop a greater appreciation of why good representation matters.

This two-part seminar will first focus on how to understand the policy ecosystem of Washington and strategies for engagement. Beginning with a deep dive into the Constitution’s “power clauses” and the inherent tensions in the structure of government, participants will learn to appreciate both the visible power structures of government as well as the invisible networks that affect policy outcomes. Topics include the role of coalitions, key constraints on officials, and the inherent tensions of the system. The session on power in operation will focus on the action of influencers.

Every Washington office faces the challenge of managing the flow of information to headquarters, whether the corporate home office or the Foreign Ministry. Guest speakers will guide participants in a discussion of principles and practice of managing headquarters. We will discuss the complicated problem of how to keep a distant headquarters informed while maintaining effectiveness in the D.C. ecosystem.

The first session will cover Congress as an institution and how past reforms to the body were a factor in its ability to function today. The second session will focus on Members of Congress, the legislative process, and methods of engagement. It will help participants navigate Capitol Hill, including formal and informal decision structures; to understand key organization structures and legislative cycles; and think strategically about working with caucuses, committees, members, and staff.

Understanding the operation of the Executive Office of the President is essential to the policy process. From executive orders to individual agency missions, the agenda of the White House is heavily influenced by outside interests and matters of national security. This seminar focuses on the coordination process that exists at the top of the executive branch, as well as its connection to executive agencies and the Congress.

This session will focus on the role and function of executive-branch regulatory agencies, including their interaction with Congress, the courts, and the public. The seminar will help illustrate how advocacy efforts for regulated products and services must reflect the influence and independence of this “fourth branch of government.”

Any organization seeking to influence public policy must be aware of the laws and regulations which apply to advocacy activities. This session covers relevant provisions of the U.S. federal tax law, as well as statutes like the Lobbying Disclosure Act, the Foreign Agents Registration Act (FARA), and restrictions on gifts to officials. Participants will develop a working knowledge of the rules as well as methods for keeping operations within the law on a going basis.

Washington professionals need to understand what motivates the press, how to anticipate news drivers from social media platforms, and how to manage a narrative...
in today’s complex information environment. This seminar will equip participants to survive the 24/7 media environment, while being aware of the power dynamic between government and the media.

Elections and campaigns are the lifeblood of representative government in Washington. The session features a veteran campaign manager who will address the elemental dynamics of political campaigns as well as how elected officials tell their stories.

The closing session will focus on how technology along with shifts in the electorate may shape the future of politics and advocacy. The session will cover some of the megatrends reshaping the world and how policymakers in Washington and elsewhere might respond to these dynamics.

Case studies that illustrate specific elements of the Washington ecosystem will help reinforce seminar content. Each case study will examine questions such as: Who generated the problem? What instruments did the opponent use? Where did the proponent choose to fight back and why? What resources did the proponent use to reinforce the campaign to succeed? How were influencers used in the campaign of the opponents and proponents? How effectively was the media used by different parties? And what were the regulatory and compliance issues that legally surrounded the issue? These sessions will help the participants understand the working dynamics of the power ecosystem and what techniques are needed to succeed in supporting an institution’s objectives in volatile situations.

The Center for Strategic and International Studies (CSIS) is a bipartisan, nonprofit organization headquartered in Washington, D.C. founded by David M. Abshire and Admiral Arleigh Burke in 1962. For over 50 years, CSIS has been dedicated to developing practical solutions to some of the world’s greatest challenges. Voted the world’s number one defense and national security think tank for the past eight years, CSIS has become one of the preeminent international policy institutions focused on defense and security, regional stability, and transnational challenges ranging from energy and climate to global development and economic integration. Tom Pritzker, executive chairman of Hyatt Hotels Corporation and chairman and CEO of the Pritzker Organization, became chairman of the CSIS Board of Trustees in November 2015. Former senator Sam Nunn (D-GA), who served as chair for 16 years, remains on the Board as chairman emeritus. John J. Hamre became the Center’s president and chief executive officer in April 2000.