Creating New ROIs: Transforming the Economics of the 21st Century
Inaugural Forum of the In2:InThinking Network

Location Information

The Forum will take place in Los Angeles, California, USA, specifically in the Woodland Hills/Canoga Park area, in the western part of the San Fernando Valley. The main activities will occur at the Woodland Hills Hilton, 6360 Canoga Avenue. Other activities will occur at The Boeing Company Rocketdyne Propulsion & Power Leadership and Learning Center, 6633 Canoga Avenue. These two locations are about two city blocks apart from each other. Detailed directions and maps may be found on our website, www.in2in.org.

A block of rooms at the Woodland Hills Hilton has been reserved for Forum attendees at the rate of $94 per night plus 14% tax. Reservations for rooms at this rate must be made by March 19, 2002. The telephone number for the Woodland Hills Hilton is (818) 595-1000. Forum attendees may park at the Boeing site.

Please contact us (see contact information below) if you would like more information about other lodging in the area, transportation, sight-seeing in Los Angeles, etc.

Contact Information

- Address: The In2:InThinking Network
  Inaugural Forum
  P.O. Box 9384
  Canoga Park, CA 91309
- Telephone: (818) 489-3005
- Website: www.in2in.org
- E-mail: Bill@in2in.org

The In2:InThinking Network
P.O. Box 9384
Canoga Park, CA 91309

A block of rooms at the Woodland Hills Hilton has been reserved for Forum attendees at the rate of $94 per night plus 14% tax. Reservations for rooms at this rate must be made by March 19, 2002. The telephone number for the Woodland Hills Hilton is (818) 595-1000. Forum attendees may park at the Boeing site.

Please contact us (see contact information below) if you would like more information about other lodging in the area, transportation, sight-seeing in Los Angeles, etc.

Contact Information

- Address: The In2:InThinking Network
  Inaugural Forum
  P.O. Box 9384
  Canoga Park, CA 91309
- Telephone: (818) 489-3005
- Website: www.in2in.org
- E-mail: Bill@in2in.org

The In2:InThinking Network
P.O. Box 9384
Canoga Park, CA 91309
The In2:InThinking Network

was formed in 2001 by a group of students of the work of W. Edwards Deming and related theorists. The aim of our network is to make thinking about systems, variation, knowledge, and psychology, and their interaction – which comprises Deming’s system of profound knowledge – more conscious. We believe that such thinking about thinking, which we call “inthinking,” will allow people to better perceive relationships and interdependencies in human endeavors, and consequently act to make those endeavors more valuable, more satisfying, and more joyful.

Enterprise Thinking Seminar

“Enterprise Thinking” is a nine-hour seminar that introduces fundamental aspects of “better thinking” about systems, interactions, people, and variation. This seminar is offered year-round to Boeing employees, suppliers, and customers. In addition, it is open to family members of employees, as well as “members of the community” and students. “Members of the community” are citizens working full or part time, or as volunteers, in community related work. Examples include hospital employees, scouting leaders, civic group members, teachers, and religious leaders. Qualifying Forum attendees are invited to participate, at no cost, in one of two “Enterprise Thinking” seminars that will be presented by The Boeing Company on Thursday and Friday, April 18 and 19, 2002. You may attend either a morning class (7:15-11:30 am, both days) or an afternoon class (12:45-4:30 pm, both days). Seating for both sessions will be limited to 25 attendees. Qualifying Forum attendees may also attend the “Enterprise Thinking” seminar at any time during the year. Contact Bill Bellows at william.j.bellows@boeing.com for year-round schedule information.

About the Inaugural Forum

The aim of our Inaugural Forum, Creating New ROIs: Transforming the Economics of the 21st Century, is to break through the limitations of the traditional concept of return on investment (ROI), in light of conscious thinking about systems, variation, knowledge, and psychology and their interaction. We seek a more expansive concept of what organizations may invest in, yielding returns of broader and longer-lasting value than are usually seen in traditional organizations. Individuals may make such investments in their own lives as well, yielding benefit to themselves and those to whom they are connected.

Who Should Attend?

Anyone who is concerned about improving the effectiveness of individuals and organizations will gain from this Forum, and leave with new and deeper understanding of what affects human performance. The knowledge you will gain will help improve the effectiveness of individuals and organizations, and the work of the leaders in your company or organization. You will leave with new and deeper understanding that anyone with an interest in human effectiveness will learn from the Forum and find it substantially worthwhile.

Registration

The cost of the Forum is $250 per person. This includes all presentations and activities, continental breakfast on Saturday and Sunday, lunch and dinner on Saturday, and conference materials. Payment may be made by check or money order. (Sorry, we are not presently equipped to accept credit card payments.) Please complete a registration form with your payment. Forms are also available on our web site, www.in2in.org. To assure a seat at the Forum we must receive your registration form and payment by March 19, 2002. Cancellations that occur before March 19, 2002 will be refunded completely. Cancellations that occur after March 19, 2002 will be 50% refunded.

About the cover art: Our Inaugural Forum signature art is Eyes to the Outside, created in 2000 by Yasuo Araki of Vancouver, British Columbia, Canada. We feel the themes of connection, broadening, learning, and delight in Eyes to the Outside make it fitting for our Forum. For more information about Mr. Araki and his art, please visit http://www.penlan.com/yasuo.html.
The In2InThinking Network was formed in 2001 by a group of students of the work of W. Edwards Deming and related theorists. The aim of our network is to make thinking about systems, variation, knowledge, and psychology, and their interaction—which comprises Deming’s system of profound knowledge—more conscious. We believe that such thinking about thinking, which we call “inthinking,” will allow people to better perceive relationships and interdependencies in human endeavors, and consequently act to make those endeavors more valuable, more satisfying, and more joyful.

Enterprise Thinking Seminar
“Enterprise Thinking” is a nine-hour seminar that introduces fundamental aspects of “better thinking” about systems, interactions, people, and variation. This seminar is offered year-round to Boeing employees, suppliers, and customers. In addition, it is open to family members of employees, as well as “members of the community” and students. “Members of the community” are citizens working full or part time, or as volunteers, in community related work. Examples include hospital employees, scouting leaders, civic group members, teachers, and religious leaders. Qualifying Forum attendees are invited to participate, at no cost, in one of two “Enterprise Thinking” seminars that will be presented by The Boeing Company on Thursday and Friday, April 18 and 19, 2002. You may attend either a morning class (7-11:30 am, both days) or an afternoon class (12-4:30 pm, both days). Seating for both sessions will be limited to 25 attendees. Qualifying Forum attendees may also attend the “Enterprise Thinking” seminar at any time during the year. Contact Bill Bellows at william.j.bellows@boeing.com for year-round schedule information.

About the Inaugural Forum
The aim of our inaugural Forum, Creating New ROIs: Transforming the Economics of the 21st Century, is to break through the limitations of the traditional concept of return on investment (ROI), in light of conscious thinking about systems, variation, knowledge, and psychology, and their interaction. We seek a more expansive concept of what organizations may invest in, yielding returns of broader and longer-lasting value than are usually seen in traditional organizations. Individuals may make such investments in their own lives as well, yielding benefit to themselves and to those to whom they are connected.

Who Should Attend?
Anyone who is concerned about improving the effectiveness of individuals and organizations will gain from this Forum, and leave with new and deeper understanding that anyone with an interest in human effectiveness will learn from the Forum and find it substantially worthwhile.

Who Should Attend?
Anyone who is concerned about improving the effectiveness of individuals and organizations will gain from this Forum, and leave with new and deeper understanding that anyone with an interest in human effectiveness will learn from the Forum and find it substantially worthwhile.

Registration
The cost of the Forum is $250 per person. This includes all presentations and activities, continental breakfast on Saturday and Sunday, lunch and dinner on Saturday, and conference materials. Payment may be made by check or money order. (Sorry, we are not presently equipped to accept credit card payments.) Please complete a registration form with your payment. Forms are also available on our web site, www.in2in.org. To assure a seat at the Forum we must receive your registration form and payment by March 19, 2002. Cancellations that occur before March 19, 2002 will be refunded completely. Cancellations that occur after March 19, 2002 will be 50% refunded.

About the cover art: Our Inaugural Forum signature art is Eyes to the Outside, created in 2000 by Yasuo Araki of Vancouver, British Columbia, Canada. We feel the themes of connection, broadening, learning, and delight in Eyes to the Outside make it fitting for our Forum. For more information about Mr. Araki and his art, please visit http://www.penlan.com/yasuo.html.

Cancellations that occur after March 19, 2002 will be 50% refunded. Cancellations that occur before March 19, 2002 will be refunded completely.

Enterprise Thinking Seminar
“Enterprise Thinking” is a nine-hour seminar that introduces fundamental aspects of “better thinking” about systems, interactions, people, and variation. This seminar is offered year-round to Boeing employees, suppliers, and customers. In addition, it is open to family members of employees, as well as “members of the community” and students. “Members of the community” are citizens working full or part time, or as volunteers, in community related work. Examples include hospital employees, scouting leaders, civic group members, teachers, and religious leaders. Qualifying Forum attendees are invited to participate, at no cost, in one of two “Enterprise Thinking” seminars that will be presented by The Boeing Company on Thursday and Friday, April 18 and 19, 2002. You may attend either a morning class (7-11:30 am, both days) or an afternoon class (12-4:30 pm, both days). Seating for both sessions will be limited to 25 attendees. Qualifying Forum attendees may also attend the “Enterprise Thinking” seminar at any time during the year. Contact Bill Bellows at william.j.bellows@boeing.com for year-round schedule information.

About the Inaugural Forum
The aim of our inaugural Forum, Creating New ROIs: Transforming the Economics of the 21st Century, is to break through the limitations of the traditional concept of return on investment (ROI), in light of conscious thinking about systems, variation, knowledge, and psychology, and their interaction. We seek a more expansive concept of what organizations may invest in, yielding returns of broader and longer-lasting value than are usually seen in traditional organizations. Individuals may make such investments in their own lives as well, yielding benefit to themselves and to those to whom they are connected.

Who Should Attend?
Anyone who is concerned about improving the effectiveness of individuals and organizations will gain from this Forum, and leave with new and deeper understanding that anyone with an interest in human effectiveness will learn from the Forum and find it substantially worthwhile.

Who Should Attend?
Anyone who is concerned about improving the effectiveness of individuals and organizations will gain from this Forum, and leave with new and deeper understanding that anyone with an interest in human effectiveness will learn from the Forum and find it substantially worthwhile.

Registration
The cost of the Forum is $250 per person. This includes all presentations and activities, continental breakfast on Saturday and Sunday, lunch and dinner on Saturday, and conference materials. Payment may be made by check or money order. (Sorry, we are not presently equipped to accept credit card payments.) Please complete a registration form with your payment. Forms are also available on our web site, www.in2in.org. To assure a seat at the Forum we must receive your registration form and payment by March 19, 2002. Cancellations that occur before March 19, 2002 will be refunded completely. Cancellations that occur after March 19, 2002 will be 50% refunded.

About the cover art: Our Inaugural Forum signature art is Eyes to the Outside, created in 2000 by Yasuo Araki of Vancouver, British Columbia, Canada. We feel the themes of connection, broadening, learning, and delight in Eyes to the Outside make it fitting for our Forum. For more information about Mr. Araki and his art, please visit http://www.penlan.com/yasuo.html.
Location Information

The Forum will take place in Los Angeles, California, USA, specifically in the Woodland Hills/Canoga Park area, in the western part of the San Fernando Valley. The main activities will occur at the Woodland Hills Hilton, 6360 Canoga Avenue. Other activities will occur at The Boeing Company Rocketdyne Propulsion & Power Leadership and Learning Center, 6633 Canoga Avenue. These two locations are about two city blocks apart from each other. Detailed directions and maps may be found on our website, www.in2in.org.

A block of rooms at the Woodland Hills Hilton has been reserved for Forum attendees at the rate of $94 per night plus 14% tax. Reservations for rooms at this rate must be made by March 19, 2002. The telephone number for the Woodland Hills Hilton is (818) 595-1000. Forum attendees may park at the Boeing site.

Please contact us (see contact information below) if you would like more information about other lodging in the area, transportation, sight-seeing in Los Angeles, etc.

Contact Information

- Address: The In2:InThinking Network
  Inaugural Forum
  P.O. Box 9384
  Canoga Park, CA 91309
- Telephone: (818) 489-3005
- Website: www.in2in.org
- E-mail: Bill@in2in.org

The In2:InThinking Network
P.O. Box 9384
Canoga Park, CA 91309