



*"We shall not cease from exploration..."*

# Daring to Explore

The Fifth Annual Forum of the In2:InThinking Network  
March 30-April 4, 2006 | Los Angeles, California, USA

## Our Partners

Pratt & Whitney Rocketdyne  
Hamilton Sundstrand Corporation -  
Space, Land & Sea  
Ackoff Center for Advancement of  
Systems Approaches  
UAW/Boeing Employee Involvement  
Training Organization  
Aera Energy LLC  
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An Accountancy Company  
Volunteers of America - Los Angeles  
Withaq.net  
The Robert E. Kennedy Library  
at California Polytechnic  
State University - San Luis Obispo

[www.in2in.org](http://www.in2in.org)

## ABOUT US

The In2:InThinking Network brings together people who share an interest in using better thinking to create a better future – for individuals, organizations, and the world at large. Our theoretical grounding joins the work of Russell Ackoff, Edward de Bono, W. Edwards Deming, Genichi Taguchi, and other better-thinking theorists. Our efforts seek to explore, combine, and extend their thinking for the increase of consciousness and understanding about how thinking can bring forth a better world. We believe that by “thinking about thinking” – or InThinking – we manage resources, acquire knowledge, work together, lead organizations, and plan more effectively. With InThinking we create a new awareness of various forms of thinking, their interdependency, the possible ways of integrating them, and including them - toward more joy and quality of life in individuals and organizations.

## ABOUT OUR 2006 FORUM

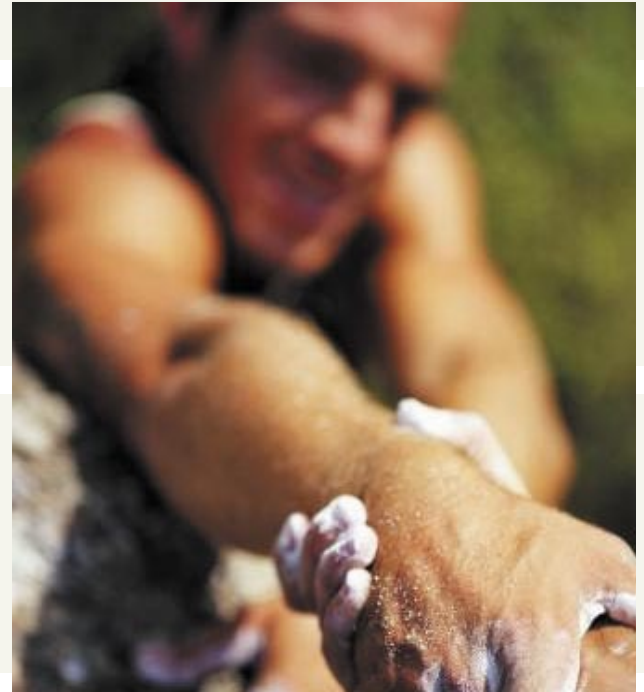
Our Fifth Annual Forum, themed Daring to Explore – Creating Possibilities Together, continues to expand “thinking about thinking”, raising the consciousness of better thinking in individuals and organizations. To that end, we have invited pioneering thinkers who “Dare to Explore.” In addition, we are partnering with Pratt & Whitney Rocketdyne to offer seven pre-conference workshops and one post-conference workshop. Our 2006 Forum aims to promote an environment where compelling ideas and insights will evolve from an exposure to new thoughts, and inthinking colleagues. (And these ideas and insights may lead you in untold exciting directions in your work and life after the Forum.)

## PRE- AND POST-CONFERENCE WORKSHOPS

Qualified Forum participants may attend any of eight workshops offered before or after the weekend conference portion of our 2006 Forum. Qualified participants are employees of Pratt & Whitney Rocketdyne, its suppliers or customers, family members of Pratt & Whitney Rocketdyne employees, students, and “members of the community.” “Members of the community” are citizens working full or part time, or as volunteers, in community-related work. Please see our website ([www.in2in.org](http://www.in2in.org)) or contact us for more details on qualifying for attendance at a pre-conference workshop.

In addition to these “free” pre-conference workshop offerings, we are also offering the 9-hour Enterprise Thinking workshop in two 4.5 hour parts April 3rd and 4th.

*and the end of all our exploring will  
be to arrive where we started...*



### OUR PRE-CONFERENCE WORKSHOP OFFERINGS MARCH 30TH AND 31ST

*Resource Leadership*, led by members of the Forum planning team

*Red Beads: The One and Only*,  
with Steven Byers and Lori Strom

*The Power of Perception: Water Logic and  
Flowscapes*,  
with Dale Deardorff and Beth Thompson

*Daring to Implement Better Thinking About  
Thinking*, with Joe Onstott

*Creativity and What Can Be Done About It*,  
with Russell Ackoff

*Creating an InThinking World*,  
with Ed Chaplin and Cyndi Crother

*From Deming to Taguchi to  
InThinking and Enterprise Thinking*,  
with Bill Bellows, Rudy Hernandez  
and Tim Higgins

### OUR POST-CONFERENCE OFFERING APRIL 3RD AND 4TH

*Enterprise Thinking*, with Bill Bellows



and know the place  
for the first time."  
- T.S. Elliot

**FRIDAY, MARCH 31, 2006, HILTON WOODLAND HILLS**

4:00 - 7:30pm Registration  
 4:00 - 6:00pm Reception  
 6:00 - 7:30pm Dinner  
 7:30 - 8:30pm Reception Keynote: George Hopson,  
*One GIANT Step for Mankind*

**SATURDAY, APRIL 1, 2006, HILTON WOODLAND HILLS**

7:00 - 8:00am Registration and Continental Breakfast  
 8:00 - 8:30am Welcome and Opening Remarks  
 8:30 - 9:45am Opening Keynote: Russell Ackoff, *The Biggest Mistake Managers Make*  
 9:45 - 10:15am Morning Break  
 10:15 - 11:30am First Triple-Track Session  
     Room A – Bill Cooper and John Duddy, *The Deadly Disease of Conformity - How to Explore Outside the Box*  
     Room B – Dick Steele, *Having Fun With Performance Appraisals*  
     Room C – Micah Fierstein, *Daring to Explore - Creating Schools as Learning Organizations*  
 11:30 - 1:00pm Lunch, including time for Working Together Sessions  
 1:00 - 2:15pm Midday Keynote: William Glasser, *Defining Mental Health as a Public Health Problem*  
 2:15 - 2:30pm Transition Time  
 2:30 - 3:45pm Second Triple-Track Session  
     Room A – Steve Buchanan and Shirley Gordon, *Is the Brick House REALLY Safe From the Big Bad Wolf?*  
     Room B – Joseph Parent, *Exploring Inner Space*  
     Room C – Lynn Sumida, *What Really Stops Us From Creating Together?*  
 3:45 - 4:00pm Transition Time  
 4:00 - 5:00pm In2:InThinking Networking Session  
 5:00 - 6:00pm No Host Happy Hour (pay bar)  
 6:00 - 7:15pm Dinner  
 7:15 - 7:30pm Transition Time  
 7:30 - 8:30pm Evening Keynote: Peter Collis, *Silent Leadership*

**SUNDAY, APRIL 2, 2006, HILTON WOODLAND HILLS**

7:00 - 8:00am Continental Breakfast  
 8:00 - 8:15am Opening Together  
 8:15 - 9:30am Closing Keynote: Sherry Immediato, *Learning from (and for) the Future Together – Building Capacity for Inspired Performance*  
 9:30 - 10:00am Break  
 10:00 - 11:15am Practitioner's Panel: *Daring to Explore Together*  
 Panelists: Fellow InThinkers who are Daring to Explore  
 11:15 - 12:00pm Leading Together

## SHOULD YOU ATTEND?

Anyone interested in improving the effectiveness of individuals and organizations will gain a deeper appreciation of leadership from this Forum. Past attendees reflect a wide variation in backgrounds - which is always a highlight of our event - and as such we have confidence that our program will continue to be valuable to anyone interested in "better thinking about thinking." If you, however, would like to get a "running start" on InThinking and other associated ideas, please inquire with Bill Bellows ([william.bellows@pwr.utc.com](mailto:william.bellows@pwr.utc.com)) about attending an "Enterprise Thinking" workshop offered throughout the year at a variety of locations across the U.S. and U.K..

## REGISTRATION

The cost of the Forum is \$300 per person. This includes all workshops, presentations, activities, materials, and meals (dinner on Friday, continental breakfast on Saturday and Sunday, and lunch and dinner on Saturday). Register online or by completing the registration form and mailing it to us with your payment. The registration form is available on our website at [www.in2in.org](http://www.in2in.org). Payment may be made by check or money order or by using the PayPal service on our website.

## WHERE WILL WE BE?

The Forum will take place in Los Angeles, California, USA, in the Canoga Park/Woodland Hills area of the San Fernando Valley. Pre- and post-conference activities (workshops) will take place on Thursday, March 30th, and Friday, March 31st, and on Monday, April 3rd, and Tuesday, April 4th, at United Technologies' Pratt & Whitney Rocketdyne's offices at 6633 Canoga Avenue in Canoga Park. Conference activities will begin on Friday afternoon at 4:00pm and extend through Sunday at 12:00pm - all to be held at the nearby Hilton Woodland Hills (6360 Canoga Avenue, Woodland Hills). The hotel is an easy walk from the Pratt & Whitney Rocketdyne site, where Forum attendees are welcome to park for free. For detailed information about locations, transportation, parking, etc., please visit our website at [www.in2in.org](http://www.in2in.org).

Rooms at the Hilton Woodland Hills have been reserved for Forum attendees at the group rate of \$104 per night (\$139 for concierge rooms) plus 14% tax. To make reservations at the group rate, please call 818-595-1000 (can also make reservations at 800-HILTONS or [www.woodlandhills.hilton.com](http://www.woodlandhills.hilton.com) and use the group code "INT" to get the lower rate) before March 22, and state that you are attending the "In2:InThinking" event.

Please don't hesitate contact to us if you would like more information about other lodging options, things to do and see in Los Angeles (beaches, hiking, movie studios, shopping, etc.), or have any questions about anything else.

## ABOUT OUR FORUM ARTIST

Our Forum artist this year is Kelly Harris, a fellow inthinker and Forum Planning Team member from Decatur, Alabama. Along with her sunset photo, which she adapted and submitted for our theme, "Daring to Explore"; Kelly also kindly submitted the T.S. Elliot's Little Gidding quote, found streaming throughout our brochure.

### IN2:INTHINKING NETWORK

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