



InThinking Network

The Eighth Annual Forum  
of the In2:InThinking Network

April 23-28, 2009

Los Angeles, California, USA



# ...OurSpace

Bringing Progress In2 View

## ***Our Forum Partners InThinking***

Pratt & Whitney Rocketdyne ◦ Hamilton Sundstrand - Energy Space & Defense ◦ Ablestik Laboratories ◦ Ackoff Center for Advancement of Systems Approaches ◦ Aera Energy LLC ◦ AeroVironment  
Altemp Alloys, Inc. ◦ Art Technologies ◦ The Boeing Company ◦ Boys & Girls Club of the West Valley ◦ Buffalo Niagara Partnership ◦ California State University Northridge – College of Business and Economics  
California State University Northridge – College of Engineering and Computer Science ◦ CalRAM, Inc. ◦ Capital Quality Initiative ◦ CC-M Productions – ManagementWisdom.com ◦ Deming Learning Network  
Dilts Ventures ◦ Economic Alliance of the San Fernando Valley ◦ Financial Partners Credit Union ◦ Glen Oaks Escrow ◦ Green MBA - Dominican University of California ◦ Haines Centre International ◦ Hilton Woodland Hills  
Institute for Organizational Effectiveness - Bowling Green State University ◦ International Futures Forum ◦ Jazz Semiconductor ◦ JCM Industries ◦ Kid Flix Productions ◦ The Lightforce Group  
Los Angeles – The Institute of Noetic Science ◦ R.W. Lyall & Company ◦ Marcia Daszko & Associates ◦ Maverick Angels ◦ Metalex Manufacturing, Inc. ◦ MICA Consulting Partners ◦ M.S. Aerospace Inc. ◦ Los Angeles and  
Orange County Chapters of the National Hispanic MBA Society ◦ Dave Nave & Associates ◦ North of England Transformation Network ◦ Organization Systems Renewal Graduate Program at Seattle University  
Peaker Services, Inc. ◦ Pegasus Communications, Inc. ◦ Phadke Associates, Inc. ◦ San Fernando Valley Aerospace-Aviation Collaborative ◦ SCV Web & IT ◦ Smiles All Round ◦ Spincraft ◦ Spirit Alive Design  
State Farm Insurance Companies ◦ The Swiss Deming Institute ◦ Theresa M. Stewart, CPA - An Accountancy Company ◦ Topp Coaching & Consulting ◦ UK Deming Forum ◦ United Way of Kern County  
W. Edwards Deming Institute ◦ Wisdom At Work ◦ Volunteers of America – Los Angeles ◦ Withaq.net ◦ UAW/Boeing Employee Involvement Training Organization

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



## ooo 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, Tom Johnson, Genichi Taguchi, and other world-renowned Thought Leaders. 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.

## ooo About Our 2009 Forum

Our Eighth Annual Forum, themed ... OurSpace – Bringing Progress In2 View, continues to expand “thinking about thinking”, raising the consciousness of better thinking in individuals and organizations. To that end, we have invited pioneering thinkers and who are Bringing Progress With OurSpace In2 View. In addition, we are partnering with Pratt & Whitney Rocketdyne and California State University Northridge to offer 16 pre- and post-conference seminars and workshops, ranging from 2-hours to 9-hours in length and all, but one, at no cost. The In2:InThinking Network Annual Forum aims to

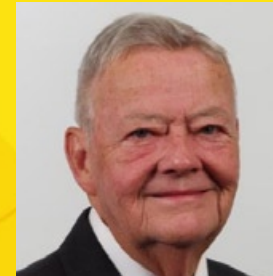
promote a specific environment in which compelling ideas and insights evolve from intense exposure to new thoughts, thinking patterns, and InThinking colleagues. These ideas and insights may lead you in untold exciting directions in your work and life after the Forum, particularly if you continue to nurture new relationships through other Network activities.

# ooo OurSpace

## Conference Presenters



**Adrian Bass**



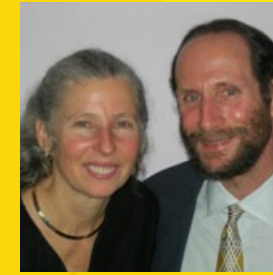
**Barry Bebb**



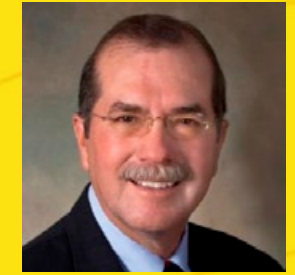
**Dave Flanigan**



**Elizabeth Topp**



**Joel & Michelle Levey**



**Juan Garza**



**Kathleen Allen**



**Natalia Mironova**



**Peter Stonefield**



**Sheldon Rovin**



**Steve Haines**



**Tracy Huston**

## Pre- and Post-Conference Seminars and Workshops

Qualified Forum participants may attend any of the seminars and workshops offered before or after the weekend conference portion of our 2009 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- or post-conference workshop or seminar.

### Pre-Conference Seminars and Workshops

#### **Get In2:Yoga**

3 hours, with Elizabeth Topp

#### **Powerful Facilitation Practices: Solving Your Toughest Team Problems**

3 hours, with Jon Bergstrom, Steve Byers,  
and Bob Dickman

#### **The Net Effect of Network Effects**

3 hours, with Rick Ladd and Mostafa Ebrahimi

#### **Creating OurSpace**

3 hours, with Steve Byers, Ryan Schoenbeck,  
and Lori Steed

#### **Friday Night at the ER**

3 hours, with Adrian Bass and Jean Tennis

#### **Complexity and Program Management**

6 hours, with John Pourdehnad

#### **Perceptions-Based Reality - Thinking with CoRT Tools**

5 hours, with Dale Deardorff

#### **Managing Creativity - From Individualistic Perceptual Approach to Team-Based Creativity and Organizational Innovation**

2 hours, with Assaf Avni

### April 23<sup>rd</sup> and 24<sup>th</sup> Pratt & Whitney Rocketdyne

#### **The Organization Workshop**

6 hours, with Beth Thompson

#### **Thinking Together, Learning Together, and Working Together**

6 hours, with Micah Fierstein

#### **Enterprise Thinking and Purposeful Actions**

2 hours, with Felix Delgado  
and Joe Onstott

### Post-Conference Seminars and Workshops

#### **Think-Tion:**

#### **Integrating Thinking to Actions**

7.5 hours, with Dale Deardorff

#### **The Leader's Real Work: Transforming the System from the Inside-Out**

3 hours, with Dave Flanigan and Tracy Huston

#### **Psychosynthesis - A Systems Psychology**

3 hours, with Peter Stonefield

#### **Enterprise Thinking**

9 hours, with Bill Bellows

#### **InThinking With Purposeful Tools and Techniques**

9 hours, with Tim Higgins

### April 27<sup>th</sup> and 28<sup>th</sup> California State University Northridge

OurSpace



Friday, April 24th

4:00 - 7:30pm	Registration	
4:00 - 6:00pm	Reception	
6:00 - 7:30pm	Dinner	
7:30 - 8:30pm	Reception	<b>Barry Bebb, Real Progress Requires a Real Transformation -</b>
	Keynote	<b>The Toughest Gig a Leadership Team Can Undertake</b>

Saturday, April 25th

7:00 - 8:00am	Registration and Continental Breakfast	
8:00 - 8:30am	Welcome and Opening Remarks	
8:30 - 9:45am	Opening	<b>Kathleen Allen, Bringing the Future In2 View:</b>
	Keynote	<b>An Entrepreneur's Perspective</b>
9:45 - 10:15am	Break	
10:15 - 11:30am	First Triple-Track Session	
	Salon A	<b>Natalia Mironova, Bringing Progress In2 a Multi-Paradigm Reality</b>
	Salon B	<b>Adrian Bass, Weaving Appreciative Inquiry In2 OurSpace</b>
	Salon C	<b>Dave Flanigan and Tracy Huston, The Leader's Journey: Framing the Future for Breakthrough</b>

3:45 - 4:00pm	Transition Time
4:00 - 5:00pm	In2:InThinking Networking Session with Sheldon Rovin
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 Collaborative Featuring a Musical Guest

11:30 - 1:00pm	Lunch, including time for Thinking Together Sessions and Speaker Q&A
1:00 - 2:15pm	Midday
	Keynote <b>Juan Garza, Releasing the Energy of OurSpace - Working at the Speed of Many</b>
2:15 - 2:30pm	Transition Time
2:30 - 3:45pm	Second Triple-Track Session
	Salon A <b>Peter Stonefield, iPowered Self-Management</b>
	Salon B <b>Steve Haines, Systems Thinking Generates Progress - Past, Present, and Future</b>
	Salon C <b>Elizabeth Topp, Transpersonal Dimensions in Organizations: Managing the Contents of Consciousness</b>

Sunday, April 26th

7:00 - 8:00am	Continental Breakfast
8:00 - 8:15am	Opening Together
8:15 - 9:30am	Closing
	Keynote <b>Joel &amp; Michelle Levey, InnerWork and OurSpace: Mystery, Mastery, and Mindful Leadership</b>
9:30 - 10:00am	Break
10:00 - 11:15am	Practitioner's Panel: Daring to Bring Progress In2 View
	<b>Panelists: Fellow InThinkers who are Leading Transformation Efforts</b>
11:15 - 12:00pm	Leading Together



Please see our website ([www.in2in.org](http://www.in2in.org)) for details on the content of each of these presentations.



## ○○○ 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."

Please inquire with Bill Bellows ([william.bellows@pwr.utc.com](mailto:william.bellows@pwr.utc.com)) if you would like to get a "running start" on InThinking and other associated ideas or about attending an "Enterprise Thinking" workshop offered throughout the year at a variety of locations across the U.S.

## ○○○ Where Will We Be?

**THE FORUM:** Los Angeles, California, USA, in the Canoga Park/Woodland Hills area of the San Fernando Valley.

**PRE-CONFERENCE ACTIVITIES:** Thursday, April 23rd, and Friday, April 24th, at United Technologies' Pratt & Whitney Rocketdyne's offices at 6633 Canoga Avenue in Canoga Park.

**POST-CONFERENCE ACTIVITIES:** Monday, April 27th, and Tuesday, April 28th, on the campus of California State University Northridge at 18111 Nordhoff Street in Northridge.

**CONFERENCE ACTIVITIES:** Beginning Friday afternoon at 4:00pm and extending 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 \$109 per night on Thursday (April 23rd), Friday (April 24th), Saturday (April 25th), and Sunday (April 26th) nights, and \$149 for Wednesday (April 22nd), Monday (April 27th), and Tuesday (April 28th) nights, plus 14% occupancy tax. Discount rates apply for reservations made before April 9th.

### FOR ONLINE RESERVATIONS AT THE GROUP RATE:

- Go to our 2009 Forum home page and look for the hotel reservations link
- Call 818-595-1000 and state that you are attending the "In2:InThinking" event
- Call 800-HILTONS and use the group code "IN2"

## ○○○ Registration

The cost of the Forum is \$400 per person, with a \$50 discount for registrations confirmed on or before April 10th. This includes all seminars and workshops (with the exception of the "Think-Tion" workshop), conference presentations and activities, materials, and meals (dinner on Friday, continental breakfast on Saturday and Sunday, and lunch and dinner on Saturday).

Register online at [register.in2in.org](http://register.in2in.org).

Payment may be made by check or money order, or by using PayPal.



## ○○○ Forum Artist

Our Forum artist for 2009 is Navneet Mezcciani. Originating from Bahrain, she is an award-winning watercolorist who competed internationally and widely in the Middle East. Holding degrees in Fashion Design and Computer and Electrical Engineering, she uses her diverse skills in the artistic arena to do commissioned portraits, fashion design, and interior decorating. With her technical skills, she serves as a Software Engineer for the Space Shuttle Main Engine. She currently

resides in the Los Angeles area.

Go to our Forum Artists web page to learn more about Navneet's design of our cover graphic:

<http://www.in2in.org/forums/forumartistindex.html>

**In2:InThinking Network**

**PO Box 9384, Canoga Park, CA, 91309**

**Phone: (818) 489-3005**

**Fax: (661) 254-0365**

**Email: [info@in2in.org](mailto:info@in2in.org)**

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

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.