



InThinking Network

Exploring Opportunities

Imagine...Define...Lead.....

Our Forum Partners InThinking

Pratt & Whitney Rocketdyne | Hamilton Sundstrand Space Systems Rocketdyne

Ackoff Collaboratory for Advancement of the Systems Approach | Aera Energy LLC | AeroVironment

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Green MBA - Dominican University of California | Haines Centre International | Hilton Woodland Hills

Institute for Organizational Effectiveness - Bowling Green State University | International Futures Forum | Jazz Semiconductors

JCM Industries | Kid Flix Productions | Lean Management Journal | The Liberal Arts and Engineering Studies Student Support Group from California

Polytechnic State University, San Luis Obispo | Living Tapestries | Los Angeles ~ The Institute of Noetic Science | The Louisville Slugger

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Volunteers of America - Los Angeles | Curt Waite - The Credit Card Guy | Wisdom at Work | Withaq.net | Young Social Entrepreneurs of Canada

**The Tenth Annual
In2:InThinking Network Forum**

April 28-May 3, 2011 Los Angeles, California, USA

About Us

The In2:InThinking Network operates as a 501(c)(3) non-profit organization to bring 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, Peter Senge, Genichi Taguchi, and other world renowned business practitioners and 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 can 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.

Pre- and Post-Conference Seminars and Workshops

Conference participants may attend any of the free seminars and workshops offered before or after the weekend conference portion of our 2011 Forum. They will be held at Pratt & Whitney Rocketdyne in Canoga Park. The 19 pre- and post-conference seminar and workshop offerings on April 28th and 29th, followed by sessions on May 2nd and 3rd, are listed below. Please see our 2011 Forum website (www.in2in.org/forums/2011/index.html) for full descriptions of each, as well as find the overall day-by-day schedule for these sessions.

- Embodying Imagination, Clarity, and Leadership, 3 hours, with Alex Iglecia and Beth Iglecia
- Sustainable Thinking Transformation, 3 hours, with Bill Bellows and Ariane David
- Creativity, Conflict, and Courage, 3 hours, with Bob Dickman and Ken McLeod
- Meaningful Business Design, 3 hours, with Tim Parsey and Elizabeth Topp
- Finding Game-Changing Opportunities, 3 hours, with Kathleen Allen
- Exploring Opportunities for Change: Powerful Tools For Helping Your Team, 3 hours with Jon Bergstrom and Steve Byers

About Our 2011 Forum

Our Tenth Annual Forum, themed *Exploring Opportunities: Imagine...Define...Lead.....*, 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 are leaders in “*Exploring Opportunities*” to share their insights in a 6-day event that includes a weekend “conference,” preceded by 2 days of pre-conference sessions and followed by 2 days of post-conference sessions. In addition to pro-bono appearances by our conference presenters, we are partnering with additional members of our Network, who are also donating their time, to offer 19 pre- and post-conference seminars and workshops. These sessions range in length from 2-hours to 7-hours and are offered **without fee** to attend. In doing so, the In2:InThinking Network Annual Forum aims to promote an environment in which compelling ideas and insights evolve from intense exposure to new thoughts, thinking patterns, and InThinking colleagues, all at minimal cost. 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 throughout the year.

- Applications of InThinking, 2 hours, with Felix Delgado
- Idealized Design: Beyond Problem Solving, 2 hours, with Neil Jansen
- Cause(s) of Confusion: Beyond Root Cause Analysis, 2 hours, with Cade Wilson
- Business Lessons From Social Insects, 2 hours, with Mark Fitzsimmons
- An Introduction to the Human Brain: Understand Your Brain, Improve Your Life, 6 hours, with Elaine Johnson
- Thinking Together, Learning Together, and Working Together: Moving From Awareness to Action, 6 hours, with Micah Fierstein
- Mindful Leadership: Strategies for Change Resilience & Wisdom at Work, 6 hours, with Joel & Michelle Levey
- To Trust or Not to Trust, 3 hours, with Jengiz Gocer and Hugh McAllister
- Agile Leadership: Conflict Manager, 3 hours, with Peter Stonefield and Ilene Val-Essen
- The F-Test: The Case Against Grading In2 What To Do Differently, 7 hours, with David Langford
- Agile Leadership: The Exploring "Innovator", 3.5 hours, with Peter Stonefield
- A Road Less Traveled: An InThinking Roadmap, 3.5 hours, with Bill Bellows and Tim Higgins
- Exploring Opportunities with Parallel and Lateral Thinking, 3.5 hours, with Dale Deardorff and Robin Solomon

Conference Activities

Friday, April 29th, Hilton Woodland Hills

- 4:00 - 7:30pm Registration
6:00 - 7:30pm Dinner
7:30 - 8:45pm Opening Keynote – [James Green](#)
The Revolution in Planetary Science: New Worlds, New Discoveries

Saturday, April 30th, Hilton Woodland Hills

- 7:00 - 8:00am Registration and Continental Breakfast
8:00 - 8:30am Welcome and Opening Remarks
8:30 - 9:45am Morning Keynote – [Tom Johnson](#)
Managing for Life: The Threat to True Sustainability Posed by the Global Financial Economy
9:45 - 10:15am Break
10:15 - 11:30am First Parallel-Track Session
Salon A – [Leslie Peters](#)
Visioning Processing Dominates Thinking
Salon B – [Graham Leicester](#)
Beyond Survival: A Short Course in Pioneering in Powerful Times
Salon C – [Jon Bergstrom](#)
Exploring Organizational Renewal: My Opportunities / My Roles
11:30 - 1:00pm Lunch
Including time for Thinking Together Sessions and Speaker Q&A
1:00 - 2:15pm Midday Keynote – [Norman Seeff](#)
From Imagination to Manifestation
2:15 - 2:30pm Transition Time

- 2:30 - 3:45pm Second Parallel-Track Session
Salon A – [Ryan Schoenbeck](#)
Creating Ideal Organizations with Complexity Leadership
Salon B – [Debbie Cook](#)
Leading the Energy Revolution
Salon C – [Frumi Rachel Barr](#)
Breaking Away From the Pack by Thinking Differently
3:45 - 4:00pm Transition Time
4:00 - 5:00pm In2:InThinking Networking Session with [Peter Stonefield](#)
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

Sunday, May 1st, Hilton Woodland Hills

- 7:00 - 8:00am Continental Breakfast
8:00 - 8:30am Opening Together
8:30 - 9:45am Closing Keynote – [Jane Lorand](#),
Changing the Game: Not Just the Rules
9:45 - 10:15am Break
10:15 - 11:00am Practitioner's Panel: *Daring to Transform My Space In2 OurSpace*
Panelists: Fellow InThinkers who are Leading Transformation Efforts
11:00 - 11:15am Transition Time
11:15 - 12:00pm Leading Together

Please see our 2011 Forum website at www.in2in.org/forums/2011 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."

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) about attending an "InThinking Together" seminar offered throughout the year at a variety of locations across the U.S., with monthly sessions presented at Pratt & Whitney Rocketdyne's offices in Canoga Park.

Registration

The cost of the (weekend) conference is \$400 per person, with a \$50 discount for registrations confirmed on or before midnight (Pacific Time) on March 28th. This includes all conference presentations and activities, materials, and meals (dinner on Friday, continental breakfast on Saturday and Sunday, and lunch and dinner on Saturday). Register online from our website at register.in2in.org. Register here as well for all of the 19 pre- and post-conference sessions, which include complementary continental breakfast and lunch on each day. Please be sure to specify food restrictions or allergies when you register.

Note: The registration deadline for Pre-Conference sessions is Monday, April 25th; the registration deadline for the weekend Conference is Saturday, May 1st, and the registration deadline for the Post-Conference sessions is Wednesday, April 27th.

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 (seminars and workshops) will take place on Thursday, April 28th, and Friday, April 29th, at **United Technologies' Pratt & Whitney Rocketdyne's** offices at 6633 Canoga Avenue in Canoga Park, and continue on Monday, May 2ndth, and Tuesday, May 3rd, also at Pratt & Whitney Rocketdyne.

Conference (weekend) Activities will begin on Friday afternoon at 4:00pm with a dinner to be held at the nearby [Hilton Woodland Hills](http://www.hilton.com) (6360 Canoga Avenue, Woodland Hills). Conference activities will continue on Saturday morning and extend through Sunday at 12:00pm. 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 2011 Forum website at www.in2in.org/forums/2011.

Rooms at the Hilton Woodland Hills have been reserved for Forum attendees at the group rate of \$99 per night on Thursday (April 28th), Friday (April 29th), Saturday (April 30th), and Sunday (May 1st) nights, and \$149 for Wednesday (April 27th), Monday (May 2nd), and Tuesday (May 3rd) nights, plus 14.07% occupancy tax. To make reservations at the group rate, go to our [room reservation website](http://www.hilton.com) to reserve a room **before April 6th** at the rates above. If you need to speak with someone at the Hilton, please call their offsite reservation number at 866-288-3310 and *state that you are attending the "In2:InThinking" event*.

Contact Us. Please don't hesitate contact to us (see contact information below) 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.

Forum Artist

Our Forum Artist this year is Alexis Burkevics, who received Popular Photography magazine's "Grand Prize" in the [2010 Readers' Photo Contest](http://www.popularphotography.com) for the cover photograph of the "Wave" formation at [Vermilion Cliffs National Monument](http://www.vermilioncliffs.com). She enjoys photographing everything from urban and natural landscapes to her two sons' college soccer games. She holds a BS in Industrial Engineering and MS in Engineering Management, and serves as a Systems Engineer on the J-2X rocket engine program. More of Alexis' work can be seen at www.alexisbphotography.com.