

The 11th Annual

In2:InThinking Network Forum Los Angeles, CA, USA

April 19-24 2012

FORUM CO-HOSTS

Pratt & Whitney
Rocketdyne



Hamilton Sundstrand
Rocketdyne

**Leading
with
Better
Questions**

Our Forum Partners InThinking



Co-Hosts: Pratt & Whitney Rocketdyne and Hamilton Sundstrand Rocketdyne

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<h2>About Us</h2>	<h2>About Our 2012 Forum</h2>
<p>The In2:InThinking Network operates as a 501(c)(3) non-profit organization to bring together people who share an interest in using <i>better thinking</i> to create a <i>better future</i> – 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 <i>how thinking can bring forth a better world</i>. We believe that by “thinking about thinking” – or <i>InThinking</i> – 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.</p>	<p>Our Eleventh Annual Forum, themed <i>Leading with Better Questions</i>, 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 “<i>Leading with Better Questions</i>” 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 22 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, with the exception of one. 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.</p>

Pre- and Post-Conference Seminars and Workshops

<p>Conference participants may attend any of the seminars and workshops offered before or after the weekend Conference portion of our 2012 Forum. All are free to attend, with the exception of one (<i>What We’re Learning About the Brain...</i>, which has a \$40 fee for materials). They will be held at Pratt & Whitney Rocketdyne in Canoga Park. The 19 pre- and Post-Conference seminar and workshop offerings on April 19th and 20th, followed by sessions on April 23rd and 24th, are listed below. Please see our 2012 Forum website (www.in2in.org/forums/2012/index.html) for full descriptions of each, as well as find the overall day-by-day schedule for these sessions.</p> <ul style="list-style-type: none"> • <i>Now What? How to Create Leverage, Insight and Action by Asking Great Questions and Embodying Great Answers, Together</i>, 3 hours with Alex Iglecia & Beth Iglecia • <i>Moving from Spectator Safety to Participant Safety</i>, 3 hours with Rick Spencer • <i>Thinking in Systems and Stories: A Whole-Hearted Approach to Devising Creative Solutions</i>, 3 hours with Steve Byers and Bob Dickman • <i>Re-Thinking Leadership Development</i>, 3 hours with John Dupre and Armin Pajand • <i>Playful Inquiry: Unleashing the Power of the Creative Brain</i>, 3 hours with Lyn Wiltse and Lori Steed Sortino • <i>From Flexible Bodies to Flexible Minds</i>, 3 hours with Julie Francis 	<ul style="list-style-type: none"> • <i>Learning to Change: Changing to Learn</i>, 3 hours with Jon Bergstrom and Steve Byers • <i>Shifting Intransigence – Building Businesses, Re-Building Lives</i>, 3 hours with Ron Schultz • <i>Cause(s) of Confusion: Beyond Root Cause Analysis</i>, 2 hours with Cade Wilson • <i>Idealized Design: Beyond Problem Solving</i>, 2 hours with Neil Jansen • <i>Applications of InThinking to Working Life</i>, 2 hours with Felix Delgado • <i>Business Lessons From Social Insects</i>, 2 hours with Mark Fitzsimmons • <i>The Organization Workshop</i>, 6 hours with Beth Thompson • <i>Deming’s Ideas in the 21st Century</i>, 6 hours with Gipsie Ranney • <i>Discussing the Undiscussable: Overcoming the Defensive Routines in the Workplace</i>, 6 hours with Micah Fierstein • <i>Self-organizing the “Inquirer” - Better Questions - Accurate Sensing – More Effective Response</i>, 6 hours with Peter Stonefield • <i>Mindful Leadership: Strategies for Change Resilience & Wisdom at Work</i>, 7 hours with Joel & Michelle Levey • <i>What We’re Learning About the Brain and Why It Matters</i>, 7 hours with Leslie Peters (fee to attend: \$40 for materials) • <i>Judgement, Explained and Practised</i>, 7 hours with Graham Rawlinson • <i>The Power To Trust Intuition: It has been in us all along!</i>, 3.5 hours with Hugh McAllister and Jengiz Gocer • <i>InThinking Together</i>, 7 hours Bill Bellows, Rudy Hernandez, and Tim Higgins • <i>The Secret Life of Organizations</i>, 3.5 hours with Ariane David
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Weekend Conference Activities

Friday, April 20th, Hilton Woodland Hills

- 5:00 - 7:30pm Registration
- 6:00 - 7:30pm *Dinner*
- 7:30 - 8:30pm Opening Keynote – [Sherry Immediato](#), *Catalyzing Breakthroughs with Great Questions*

Saturday, April 21st, Hilton Woodland Hills

- 7:00 - 8:00am Registration
Continental Breakfast
- 8:00 - 8:30am Welcome and Opening Remarks
- 8:30 - 9:45am Morning Keynote – [Brigadier General Timothy Trainor](#)
Building a Generation of Leaders Who Embrace Creativity and Innovation
- 9:45 - 10:15am *Break*
- 10:15 - 11:30am Morning Parallel-Track Session
Salon A – [Pauline Arneberg](#)
PRAXIS: What to Take Away
Salon B – [Fazel Hayati](#)
A Framework for Asking Questions
Salon C – [Lucie Newcomb](#)
Cultivating Global Citizenship Capacities: First Steps Towards a Shared Future

- 11:30 - 1:00pm *Lunch*
Including time for Thinking Together Sessions and Speaker Q&A

- 1:00 - 2:15pm Midday Keynote – [Barnet Bain](#)
Ultra-Creativity

- 2:15 - 2:30pm *Transition Time*

- 2:30 - 3:45pm Afternoon Parallel-Track Session
Salon A – [Graham Rawlinson](#)
Exercising Judgement; The Ying and Yang balance of reason and intuition, explored with neuroscience and psychology
Salon B – [Beth Thompson](#)
Considering the System: Exploring Oshry's Whole System Framework
Salon C – [Ilene Val-Essen](#)
Family Life Can Be So Much Easier and More Rewarding

- 3:45 - 4:00pm *Transition Time*
- 4:00 - 5:00pm [Networking Session](#)
with Kris Bergstrom

- 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, April 22nd, Hilton Woodland Hills

- 7:00 - 8:00am *Continental Breakfast*
- 8:00 - 8:15am Opening Together
- 8:15 - 9:30am Closing Keynote – [Debra Lewis](#) and [Doug Adams](#)
Duty, Honor, America Tour: What REALLY Helps?
- 9:30 - 10:00am *Break*
- 10:00 - 11:30am Forum Cafe
- 11:30 - 12:00pm Leading Together

Please see our 2012 Forum website at
www.in2in.org/forums/2012
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 8th. 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). All attendees outside of United Technologies (UTC) can register online from our website using this [link](#). Register here as well for all of the 22 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. **For attendees employed by UTC, please use this [link](#) to access a specially designed Forum registration within the UTC firewall.**

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 19th, and Friday, April 20th, at **United Technologies' Pratt & Whitney Rocketdyne's** offices at 6633 Canoga Avenue in Canoga Park, and continue on Monday, April 23rd, and Tuesday, April 24th, also at Pratt & Whitney Rocketdyne.

Conference (weekend) Activities will begin on Friday afternoon at 6:00pm with a dinner to be held at the nearby [Hilton Woodland Hills](#) (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 2012 Forum website at <http://www.in2in.org/forums/2012/index.html>.

Rooms at the Hilton Woodland Hills have been reserved for Forum attendees at the group rate of \$105 per night from Tuesday, April 17th through Tuesday, April 24th, plus 14.07% occupancy tax. To make reservations at the group rate, go to our [room reservation website](#) to reserve a room **before Wednesday, April 4th** at the rate above. If you need to speak with someone at the Hilton, please call their offsite reservation number at 800-HILTONS and state that you are attending the "In2:InThinking" event and use our group code – IN2412.

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 Artists

Our Forum Artists this year are Matt Shara and Patrick Robertson, both seniors at California Polytechnic State University, San Luis Obispo, where Matt is majoring in Architecture and Pat is majoring in Liberal Arts and Engineering Studies program. An explanation for their artwork follows below;



When we began to talk concept for the artwork for the In2:InThinking Network's 2012 Forum, we started with the words leadership, initiative, and making a difference. We talked about each word individually, independent from context. We talked about what each word meant to us and what each word means in itself. What does it mean to be a leader, to take initiative, to actually make a difference. This exercise was not excessive, but rather revealing. These observations soon related to our own experiences at the 2010 and 2011 Forums. What does it mean to participate in the Forum, how can art not only capture, but also augment these qualities through the expression of the words driving the 2012 event? Soon a similarity was seen... Leadership, initiative, and making a difference all require action! The artwork does not symbolize action in itself, but rather our current position, our potential to act.

Link [here](#) to continue reading their explanation online.