

The Art of Reflection:

Connect - Inspire - Act



InThinking Network

12th Annual Forum
June 19th - 23rd, 2013
Los Angeles, California, USA

Jennifer Shepherd 2012

Forum Partners InThinking - 2013

Co-Hosts: Pratt & Whitney Rocketdyne, the Department of Manufacturing Systems Engineering and Management, and the Ernie Schaeffer Center for Innovation and Entrepreneurship in the College of Engineering and Computer Science, California State University, Northridge

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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.

About Our 2013 Forum

Our twelfth annual Forum, themed *The Art of Reflection: Connect – Inspire - Act*, 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 “*The Art of Reflection*” to share their insights in a 5-day event that includes a Weekend Conference, preceded by 3 days of Pre-Conference sessions. In addition to pro-bono appearances by our Weekend Conference presenters, we are partnering with additional members of our Network, who are also donating their time, to offer 18 Pre-Conference seminars and workshops. These sessions range in length from 2-hours to 6-hours. Seventeen are offered **without fee** to attend, one includes a \$40 material fee. 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 In2:InThinking Network 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.

Pre-Conference Sessions, Wednesday, June 19th – Friday, June 21st

Conference participants may attend any of the 18 seminars and workshops offered before the Weekend Conference portion of our 2013 Forum. They will be held on June 19th – 21st in the Northridge Center at [California State University, Northridge in Northridge in the University Student Union \(USU\) complex](#). Amongst these sessions, 17 are free to attend and one (“N”) has a \$40 material fee. Please see our 2013 Forum website at www.in2in.org/forums/2013/index.html for full descriptions of each, as well as find the overall day-by-day schedule for these sessions.

Wednesday, June 19th (AM-9:00-12:00pm, PM-1:15-4:15pm, EVE – 5:15-7:15pm)

- A - Evolution Playground, 3 hours, with Alex Iglecia and Beth Iglecia (AM)
- B - Cultivating Shared Mental Models and Social Capital, 3 hours, with Ravi Roy (AM)
- C - Learning Together in Complex Environments, 6 hours, with Jon Bergstrom and Steve Byers (AM+PM)
- D - InThinking Together, 6 hours, with Bill Bellows and Tim Higgins (AM+PM)
- E - From My Seat in the Stadium, 3 hours, with Julie Goodfellow and Hugh McAllister (PM)

- F - The Secret Life of Organizations, 3 hours with Ariane David (PM)
- G - Applications of InThinking, 2 hours, with Felix Delgado (EVE)
- H - Idealized Design: Beyond Problem Solving, 2 hours, with Neil Jansen (EVE)
- I - Cause(s) of Confusion: Beyond Root Cause Analysis, 2 hours, with Cade Wilson (EVE)
- J - Business Lessons From Social Insects, 2 hours, with Mark Fitzsimmons (EVE)

Thursday, June 20th (AM-9:00-12:00pm, PM-1:15-4:15pm) (C)- CANCELED

- K - Movement as Reflective Metaphor, 6 hours, with Julie Francis (AM+PM)(C)
- L - Discussing the Undiscussable, 6 hours, with Micah Fierstein (AM+PM)(C)
- M - Resource Leadership, 6 hours, with Joe Onstott and Tim Higgins (AM+PM)
- N - What We're Learning About the Brain, 6 hours, with Leslie Peters (AM+PM)
- Q - Acting & Leading with Wisdom, 6 hours, with Sherry Immediato (AM+PM)

Friday, June 21st (AM-9:00-12:00pm, PM-1:15-4:15pm)

- O - Quality as a Business Strategy, 6 hours, with Ian Bradbury and Dick Steele (AM+PM)
- P - Agile Leadership: Self-Organizing the Advocator, 6 hours, with Peter Stonefield (AM+PM)
- R - Mindful Leadership: Strategies for Change Resilience & Wisdom at Work, 6 hours, with Joel & Michelle Levey (AM+PM)

Weekend Conference Activities

(All held in the Northridge Center at CSUN's University Student Union (USU) Complex)

Friday, June 21st

4:00 - 7:30pm Registration

5:00 - 6:00pm No Host Happy Hour (cash bar)

6:00 - 7:30pm Dinner

7:30 - 8:45pm Opening Keynote – [Steve Cook](#)

Executing Affordable Space Transportation Systems: Applying Lessons Learned From Past Programs

Saturday, June 22nd

7:00 - 8:00am Registration and Continental Breakfast

8:00 - 8:30am Welcome and Opening Remarks

8:30 - 9:45am Morning Keynote – [Doug Krug](#)

New Results Require New Thinking

9:45 - 10:15am Break

10:15 - 11:30am Morning Parallel-Track Presentations

[Emma Langman](#)

Change Management Is So

Easy, I Learnt It From My

Dog

[Bill Bellows and Tim Higgins](#)

From Black Hats and Red Pens to Green

Hats and Blue Pens

[Jennifer Shepherd](#)

The Art of Reflection

11:30 - 1:00pm Lunch

Including time for Thinking Together

Sessions and Speaker Q&A

1:00 - 2:15pm Midday Keynote – [Barry Oshry](#)

The Accidental Theoretician And His

Most Practical Finding

2:15 - 2:30pm Transition Time

2:30 - 3:45pm Afternoon Parallel-Track Presentations

[Ian Bradbury](#)

Goal Setting

[Julie Francis](#) – replaced by [Joe Parent](#), topic in progress

Inspiration

[Jengiz Gocer](#)

Reflect on the Stories That Dominate Your Life

3:45 - 4:00pm Transition Time

4:00 - 5:00pm

In2:InThinking Networking Session with [Jon Bergstrom](#)

5:00 - 6:00pm No Host Happy Hour (cash bar)

6:00 - 7:15pm Dinner

7:15 - 7:30pm Transition Time

7:30 - 8:30pm Evening Collaborative – [Lisa Tenorio](#)

Sunday, June 23rd

7:00 - 8:00am Continental Breakfast

8:00 - 8:15am Opening Together

8:15 - 9:30am Closing Keynote – [Henrik Minassians](#)

To Reflect or Not to Reflect: Can the Public

Sector Shift Paradigms

9:30 - 10:00am Break

10:00 - 11:30am Forum Café

11:30 - 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, about attending an "InThinking Together" seminar offered throughout the year.

Registration

The cost of attending our Weekend Conference is \$400 per person, with a \$50 discount for registrations confirmed on or before midnight (Pacific Time) on May 8th. This includes all Weekend 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 www.in2in.org/forums/2013/registration.html. Register here as well for all of the 18 Pre-Conference sessions, all free (except for one with a \$40 material fee), which include complementary continental breakfast and lunch on each day. Please be sure to specify food restrictions or allergies when you register. **And, when registering, don't forget to join us for our first Forum Fundraiser Dinner on Thursday, June 20th.**

Where Will We Be?

Our entire 5-day Forum will take place in San Fernando Valley region of Los Angeles, California, on the campus of California State University, Northridge. **Following our Pre-Conference sessions on Wednesday, June 19th through Friday, June 21st, Weekend Conference activities** will begin on Friday afternoon at 5:00pm, followed by dinner and an after-dinner keynote presentation. Our Weekend Conference continues on Saturday, morning through evening, ending at noon on Sunday. For detailed information about locations, transportation, parking, etc., please visit our 2013 Forum website at www.in2in.org/forums/2013.

In addition to housing in dormitory suites at CSUN, at the rate of \$108 per night (with no taxes charged), and a reservation deadline of June 14th, hotel rooms at the Airtel Plaza Hotel have been reserved (through June 19th) for Forum attendees at the group rate of \$99 per night, plus 15.5% tax. Details on both housing options, including registration directions can be found online at www.in2in.org/forums/2013/housing.html.

Webcast Viewing

For those who cannot join us in Los Angeles this year, we are offering a live web cast of all 10 Weekend Conference presentations, including the Saturday night Evening Collaborative, featuring Lisa Tenorio and David Ewart. Our web cast price of \$150 includes unlimited online access to the videos of these presentations after the Forum, including the ability to download them to other personal devices. Our pricing is for the private use of these videos and does not include audience viewing. Contact us at webcast@in2in.org if you have questions about our web casting offer, including options for audience viewing of our webcast.

Forum Artist

Our Forum Artist this year is Jennifer Shepherd, creator of [Living Tapestries](#). She has over fifteen years of experience helping not-for-profit and public sector organizations to perform at their best. She enables clients to improve the quality of relationships, focus intentions and actions on what matters, and make meaningful connections that foster learning and change.