Succeed with Inquiry:

Insights
Knowledge
Action

13th Annual Forum
June 18th - 22nd, 2014, Los Angeles, California, USA
Co-Hosts: Aerojet 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.

Pre-Conference Sessions, Wednesday, June 18th – Friday, June 20th

Conference participants may attend any of the 14 seminars and workshops offered before the Weekend Conference portion of our 2014 Forum. They will be held on June 18th – 20th at California State University Northridge in Northridge in the University Student Union (USU) complex. Amongst these sessions, 13 are free to attend and one (“N”) has a $40 material fee. Please see our 2014 Forum website (www.in2in.org/forums/2014/index.html) for full descriptions of each, as well as find the overall day-by-day schedule for these sessions.

Wednesday, June 18th (half-day and full-day sessions)

- A – 5 Secret Insights to Creating Extraordinary Success, 3 hours, with Alex Iglecia and Beth Iglecia
- B – From My Seat in the Stadium, 3 hours, with Julie Goodfellow and Hugh McAllister
- C – InThinking Together, 6 hours, with Bill Bellows
- D – Live the life you’re meant to and Love the way you want to, 3 hours, with Deb Lewis & Doug Adams
- E – The Secret Life of Organizations, 3 hours, with Ariane David

Thursday, June 19th (all-full day sessions)

- F - Applications of InThinking, 2 hours, with Felix Delgado
- G - Cause(s) of Confusion: Beyond Root Cause Analysis, 2 hours, with Cade Wilson
- H - Idealized Design: Beyond Problem Solving, 2 hours, with Neil Jansen

Friday, June 20th (all full-day sessions)

- I - Resource Leadership, 6 hours, with Joe Onstott
- J – Come Down Off Your Ladder! - Solving Conflict Through Inquiry, 6 hours, with Jon Bergstrom and Steve Byers
- K – An Introduction to The Course in Creativity, 6 hours, with Dale Deardorff

- L - Self-Organizing the “Inquirer” – Better Questions – Accurate Sensing – More Effective Response, 6 hours, with Peter Stonefield
- M - Deming’s Ideas in the Twenty-First Century, 6 hours, with Gipsie Ranney
- N - What We’re Learning About the Brain, 6 hours, with Leslie Peters ($40 material fee)

About Our 2014 Forum

Our thirteenth annual Forum, themed Succeed with Inquiry: Insights, Knowledge, Action, 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 “Succeeding with Inquiry” 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 14 Pre-Conference seminars and workshops. These sessions range in length from 2-hours to 6-hours. Thirteen are offered without fee to attend, one (“N” on Friday) 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.
Weekend Conference Activities *(All to be held at CSUN's University Student Union)*

**Friday, June 20th**
- 5:00 - 7:30pm  Registration
- 6:00 - 7:30pm  Dinner
- 7:30 - 8:45pm  Opening Keynote – Bill Scherkenbach
  *Breakthrough Inquiry*

**Saturday, June 21st**
- 7:00 - 8:00am  Registration and Continental Breakfast
- 8:00 - 8:30am  Welcome and Opening Remarks
- 8:30 - 9:45am  Morning Keynote – Glenna Gerard
  *Inquiry as a Portal for Collective Insight, Wisdom, and Innovation*
- 9:45 - 10:15am  Break
- 10:15 - 11:30am  Morning Parallel-Track Presentations
  - Ariane David
    *What if Papa Changed His Glasses?*
  - Don McAlister
    *Deming’s System of Profound Knowledge in a Project Management Context*
  - Gipsie Ranney
    *What World Are We In?*
  - Bill Bellows
    *On Baseball, Bowling Balls, and Teamwork (An InThinking Primer)*
- 11:30 - 1:00pm  Lunch
  Including time for Thinking Together Sessions and Speaker Q&A
- 1:00 - 2:15pm  Midday Keynote – John Carlisle
  *Negotiation as Inquiry: Putting Legs on Deming’s Points for Management 4 and 9*
- 2:30 - 3:45pm  Afternoon Parallel-Track Presentations
  - Glenna Gerard
    *Inquiry Walkabout: A Portal for Insight, Knowledge, and Action*
  - Ravi Roy
    *Inquiring Beautiful Minds*
  - Kennan Kellaris Salinero
    *The Fragility of Knowledge: Science in a Time of Transition*
  - Bill Bellows
    *On Baseball, Bowling Balls, and Teamwork (An InThinking Primer)*
- 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 – Lisa Tenorio, with Leslie Garman and David Ewart

**Sunday, June 22nd**
- 7:00 - 8:00am  Continental Breakfast
- 8:00 - 8:15am  Opening Together
- 8:15 - 9:30am  Closing Keynote – Eric Feldman
  *Rethinking Ethics: Compliance, Culture, and Managing Risk*
- 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@rocket.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 Wednesday, May 7th. 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/formats/2014/registration.html. Register here as well for all of the 14 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.

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 18th through Friday, June 20th, 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 2014 Forum website at www.in2in.org/formats/2014.

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 Friday, June 13th, hotel rooms at the Airtel Plaza Hotel have been reserved (through Thursday, June 19th) for Forum attendees at the group rate of $106 per night, plus 15.5% tax, parking included. Details on both housing options, including registration directions can be found online at www.in2in.org/formats/2014/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. 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 Clark Woodford, creator of Clark's Gallery in Los Angeles. He offers this explanation for the selection of the cover photograph he contributed to this year’s Forum: (Horse on Hill image) My inspiration for this image comes from the feeling of success once the horse has reached the top of the hill. However, the horse is looking out to a higher hill. Thinking back to the action the horse had to take to get to where it is, the insight to make the journey and knowledge gained in the journey and how it will be applied to reach the next hill off in the distance.