



# Succeed with Inquiry:

**Insights  
Knowledge  
Action**

**13th Annual Forum**  
June 18th - 22nd, 2014, Los Angeles, California, USA



# Forum Partners InThinking - 2014

**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 18<sup>th</sup> – Friday, June 20<sup>th</sup>

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 18<sup>th</sup> – 20<sup>th</sup> 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](http://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 18<sup>th</sup> (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*

## 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.

- 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*

Thursday, June 19<sup>th</sup> (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*

Friday, June 20<sup>th</sup> (all full-day sessions)

- 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)



## Weekend Conference Activities *(All to be held at CSUN's University Student Union)*

### Friday, June 20<sup>th</sup>

- 5:00 - 7:30pm Registration
- 6:00 - 7:30pm Dinner
- 7:30 - 8:45pm Opening Keynote – [Bill Scherkenbach](#)  
*Breakthrough Inquiry*

### Saturday, June 21<sup>st</sup>

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

- 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 22<sup>nd</sup>

- 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](mailto: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 7<sup>th</sup>. 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/2014/registration.html](http://www.in2in.org/forums/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 18<sup>th</sup> through Friday, June 20<sup>th</sup>, 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/forums/2014](http://www.in2in.org/forums/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 13<sup>th</sup>, hotel rooms at the Airtel Plaza Hotel have been reserved (through Thursday, June 19<sup>th</sup>)** 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/forums/2014/housing.html](http://www.in2in.org/forums/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](mailto: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.*