

“Know” Less – “Learn” More – INNOVATE!
Expand Your Future

In2:InThinking Network 2016 Forum
June 8th-12th
Woodbury University, Burbank, California



Forum Partners InThinking - 2016

Co-Sponsor: Aerojet Rocketdyne

Hosts: Center for Leadership, the School of Business, and the College of Transdisciplinarity, Woodbury University

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Website: Please visit our website at www.in2in.org to learn more about our 2016 Forum as well as all of our previous Forums



About Us

The In2:InThinking Network operates as a 501(c)(3) non-profit organization to bring together people who share an interest in *thinking together* 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 2016 Forum

Our fifteenth annual Forum, titled “KNOW” Less – “LEARN” More – INNOVATE! (Expand Your Future),” continues to expand “thinking about thinking”, raising the consciousness for thinking together in all organizations. To that end, we have invited pioneering thinkers who are leaders in “*knowing less*” and “*learning more*” 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 19 Pre-Conference seminars and workshops. These sessions range in length from 2-hours to 6-hours. 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 (which includes a daily Pre-Conference [attendance fee](#) of \$25 to help us offset expenses). 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 8th – Friday, June 10th

Conference participants may attend any of the 19 seminars and workshops offered before the Weekend Conference portion of our 2016 Forum. They will be held on June 8th – 10th at [Woodbury University in nearby Burbank](#). Amongst these sessions, 15 are free to attend and one (“R”, \$15) has material fees. Please see our 2016 Forum website for full descriptions of each, as well as to find the overall day-by-day schedule for these sessions.

Wednesday, June 8th (half-day, full-day, and evening sessions)

- A – Resource Leadership, 6 hours, with *Bill Bellows*
- B – Leadership: All Models are Wrong; Some are Useful, 3 hours, with *Tim Higgins and Dave Troupe*
- C – Social Construction: Here, There, and Anywhere, 3 hours, with *Pauline Arneberg*
- D – Using a System of Stories to Create New Ideas, 3 hours with *Bill Cummins*
- E – From My Seat in the Stadium, 3 hours, with *Julie Goodfellow and Hugh McAllister - CANCELLED*
- F – Power of Positive Presence, 3 hours, with *Deb Lewis & Doug Adams*
- G – The Beer Distribution Simulation: an Exercise in Systems Dynamics, 5 hours, with *Steve Dightman and Dave Nave*
- H – Applications of InThinking to Working Life 2016, 2 hours, with *Felix Delgado*
- I – Destiny Unfolding...Break the Mold. Create the Future. A story about using story lines., 2 hours, with *Thuy & Joe Onstott*

Wednesday, June 8th (half-day, full-day, and evening sessions)

- J – Expanding Our Thinking Capability – Using Neuroplasticity and Bio-hacking to Keep Up With the Robots, 2 hours, with *Pam Hartman and Marco Cassone*

Thursday, June 9th (half-day and full-day sessions)

- K – InThinking Together, 6 hours, with *Bill Bellows*
- L – A Tribute to Jon Bergstrom: Bringing “Don’t Know” Mind to Systems Learning, 3 hours, with *Steve Byers and Joseph Parent*
- M – Learning Begins with Awareness, 6 hours, with *Julie Francis*
- N – It’s Not the Technology, It’s the Neurology, 3 hours, with *Bob Browne*
- O – a Rational Approach to Making Something Better and Better and Better and ..., 3 hours, with *Dick Steele*

Friday, June 10th (half-day and full-day sessions)

- P – Deming’s Ideas in the 21st Century, 6 hours, with *Paul Hollingworth*
- Q – 4 Simple Steps to Inspirational Innovation, 6 hours, with *Dale Deardorff*
- R – Self-Organizing the “Creator” / “Innovator,” 6 hours, with *Peter Stonefield (\$15)*
- S – Mindful Leadership – A Master Class for ExtraOrdinary Wisdom at Work 6 hours, with *Joel & Michelle Levey*



Weekend Conference Activities, Friday, June 10th – Sunday, June 12th (All to be held at Woodbury University)

Friday, June 10th

4:00 - 7:30pm Registration
4:30 - 5:30pm Happy Hour
5:30 - 6:00pm Weekend Welcome
6:00 - 7:00pm Opening Keynote – [Bob Browne](#)
It's Not the Technology, It's the Neurology
7:00 - 7:15pm Transition Time
7:15 - 8:30pm Dinner

Saturday, June 11th

7:00 - 8:00am Registration and Continental Breakfast
8:00 - 8:30am Welcome and Opening Remarks
8:30 - 9:45am Morning Keynote – [Ariane David and Amy Parish](#)
Apes, Power, and Sex: Why We Make War Not Love
9:45 - 10:15am Break
10:15 - 11:30am Morning Parallel-Track Presentations
[Shem Cohen](#)
Music, Leadership and the Art of Getting Beyond
[Bill Cummins](#)
Using a System of Stories to Create Innovative New Ideas
[Janis & David McCann](#)
Dialogue/Communologue: Beyond Negotiation and Agreement to Creating Context from which New Agreements Emerge
[Bill Bellows and Friends](#)
The End of Perfection - Reflections on Continuous Improvement (An InThinking Primer)
11:30 - 1:00pm Lunch
Including time for Thinking Together Sessions and Speaker Q&A

1:00 - 2:15pm Midday Keynote – [Joel & Michelle Levey](#)
Wisdom at Work: Taking Einstein's Challenge to Heart in VUCA Times
2:15 - 2:30pm Transition Time
2:30 - 3:45pm Afternoon Parallel-Track Presentations
[Ariane David and Amy Parish](#)
Apes, Power, and Sex: A Closer Look
[Julie Francis](#)
Learning to Learn
[Paul Hollingworth](#)
Improving Organisational Innovative Capability
[Bill Bellows and Friends](#)
The In Search of Excellence – Compliance and Contextual (An InThinking Primer)
3:45 - 4:00pm Transition Time
4:00 - 5:00pm In2:InThinking Networking Session [Peter Stonefield, with Steve Benavides](#)
5:00 - 6:00pm Happy Hour
6:00 - 7:15pm Dinner
7:15 - 7:30pm Transition Time
7:30 - 8:30pm Evening Collaborative – [Kristofer Bergstrom and Friends](#)

Sunday, June 12th

7:00 - 8:00am Continental Breakfast
8:00 - 8:15am Opening Together
8:15 - 9:30am Closing Keynote – [Curt Wegner](#)
Put Your Learning on Steroids: Mixing Adult Learning Principles with Continual Improvement
9:30 - 10:00am Break
10:00 - 11:30am Forum Café – Reflections, Connections, and Commitment, Jamie Riche
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, April 27th. We also offer a discounted Weekend Conference fee of \$200 for full-time students. 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/2016/registration.html. Register here as well for all of the 19 Pre-Conference sessions, all free (except for one with material fees), which include complementary continental breakfast and lunch on each day. Please be sure to specify food restrictions or allergies when you register. *Note that beginning this year, we are charging a daily attendance fee of \$25 for the Pre-Conference sessions to help us offset expenses for meals and handouts associated with these events.*

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.

Where Will We Be?

Our entire 5-day Forum will take place on the campus of [Woodbury University](http://www.woodbury.edu) in Burbank, California, located at 7500 North Glenoaks Boulevard. **Following our Pre-Conference sessions on Wednesday, June 8th through Friday, June 10th, 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 2016 Forum website at www.in2in.org/forums/2016.

Hotel rooms at the Hampton Inn near Woodbury University (7501 North Glenoaks Boulevard) have been reserved

(through Monday, May 18th) for Forum attendees at the group rate of \$165 per night for a room with two queen beds or 165\$ per night for a room with one king bed, plus 15.70% tax, and \$7.50 per night for parking. Details on both housing options, including registration directions, can be found online at www.in2in.org/forums/2016/housing.html.

Forum Artist

Our Forum Artist for 2016 is Sonia Balcer, musician, artist, and Physicist/Engineer for Aerojet Rocketdyne in Canoga Park, California. She offers this explanation of her artwork: "Sometimes even familiar things are not as they seem, but are more mysterious and boundless, more splendid than we in our limited understanding can imagine. The light originating from distant objects such as the Ant Nebula or the Abell cluster, shaped by unseen magnetic forces and relativistic effects, travels towards us from the distant past for thousands or even billions of years, bending through corridors of space shaped by gravitational "lenses" formed of the intervening masses of galaxies. Light itself is a mystery, a paradox of both wave and particle, and yet even the smallest child can behold objects illuminated by it. The graphic above is a composite of eight separate images, each illustrating some aspect of light travelling to us from distant stars and galaxies in various stages of life, some billions of light-years distant. Though the source of a given image may long ago have ceased to exist as presently seen, we are still connected with it because the ever-moving echoes of its existence radiate outward, reaching our shores where we can partake in wonder of the mystery of the unknown. Likewise, our ability to learn is ever-moving, always enabling us to see what did not exist before."