

In2:InThinking Network 2006 Forum
Pre-and Post-Conference Workshops
Location: Pratt & Whitney Rocketdyne

Pre-Conference Workshops

Thursday, March 30th, Morning and Afternoon

A – Resource Leadership

Presented by: Members of the Forum Planning Team

Time: 9am – noon, 1:15-4:15pm

Description: This workshop explores the prospects of better thinking as defined by the management and leadership philosophies of Dr. W. Edwards Deming, Dr. Genichi Taguchi, Dr. Russell Ackoff, Dr. Tom Johnson, and others. Among the topics of discussion will be the “resource management” and its applicability to variation management, systems thinking, and working together. Blue Pen Companies represent environments of growing levels of team work, wherein “acting locally and thinking globally” is more than a thoughtful expression. By contrast to Red Pen Companies, where team work inevitably translates to “local sub-optimization”, Blue Pen Companies offer the prospect of “working together through thinking together.” The seminar will introduce you to these ideas through two experiential sessions which were designed to allow participants to “feel the difference” between Red Pen and Blue Pen Companies.”

Thursday, March 30th, Evening

B – Red Beads – The One and Only

Presented by: Steven Byers and Lori Strom

Time: 5:15-7:15pm

Description: This session introduces and renews Dr. Deming’s well-known and oft-practiced experiment with the “red beads.” Whether seeing it for the first time, or the tenth, old and new alike will be treated to the revelations resulting from making red beads under the direction of Foreman W. Edwards Deming.

C – The Power of Perception: Water Logic and Flowscapes

Presented by: Dale Deardorff and Beth Thompson

Time: 5:15-7:15pm

Description: In this pre-conference workshop we will put forward a new method for visual thinking utilizing E. De Bono’s Water Logic and Flowscapes. When approaching a complex problem, or situation it is often difficult to keep in mind the many factors, perceptions and assumptions involved and to retain a clear view of how they relate to one another. de Bono contends that traditional logic is static, based on the solid foundations of 'is' and identity. In contrast to the traditional 'rock logic', he proposes 'water logic' which is based on 'to' and the flow of the mind: 'What does this lead to?' as opposed to 'What is...?' This new logic will be surprisingly easy to learn and to use, and results in a visual 'flowscape', which allows you to lay out and then look at your thinking.

D – Daring to Implement Better Thinking About Thinking

Presented by: Joe Onstott

Time: 5:15-7:15pm

Description: This session will look at the rocket business, with perspectives on how “rocket scientists” leaders are applying “better thinking about thinking” to create better hardware. The session also looks to the future for what’s next as well as covers some incredible rocket engine facts as well as thinking strategies used in the business, with hardware examples using better thinking.

Friday, March 31st, Morning

E – Creativity and What Can Be Done About It

Presented by: Russell Ackoff

Time: 9am-noon

Description: In this 3-hour session, Dr. Ackoff will explore the concept of Idealized Design as a means by which to unleash creativity within organizations. He will also address the need to change the way we think about organizational behavior and problems. Topics to be covered include: “What is creativity?”, “What kills the creativity found in pre-school children?”, and “How can it be resuscitated?”, plus “Ways of finding the constraining assumption”, such as Deny the “Facts”, Get the Incentives Right, Enlarge the System, Role Reversal, Countermeasures, Idealized Design, Problem Dissolving, and other Creativity Enhancing procedures.

Friday, March 31st, Afternoon

F – Creating an InThinking World

Presented by: Ed Chaplin and Cyndi Crother

Time: 1:15-4:15pm

Description: Our ancestors evolved in an environment where the ability to rapidly process external sensory signals provided a survival advantage. With survival as the basis for determining success, they had to continuously read and respond, which over time led to automatic triggering of action, i.e. see lion, RUN! In today's business environment, we also tend to read our world via external sensory signals, and much like our ancestors, we continue to react and trigger into action before our reading reaches our awareness. Our perceptions, as well as the thinking and language used to interpret those external signals are, at best, an at-the-moment-best-fit working hypothesis. This workshop introduces participants to the wondrous possibility of creating an "InThinking" world via concepts of intention and the repetitive, rigorous work required to encode new thinking and practices that can become the basis of the habits we automatically deploy. This will be a highly interactive workshop with many opportunities to redefine and re-wire thinking patterns.

G – From Deming and Taguchi to InThinking and Enterprise Thinking

Presented by: Bill Bellows, Tim Higgins, and Rudy Hernandez

Time: 1:15-4:15pm

Description: The aim of this session is to offer insights on how Dr. W. Edwards Deming's "new economics" and Dr. Genichi Taguchi's concept of "quality loss" have been integrated and expanded upon by a "thinking network" within Pratt & Whitney Rocketdyne to initiate both "InThinking" and "Enterprise Thinking" networks. The "thinking expansion" includes significant implications for resource management, including variation management and the management of customer expectations, in addition to resource leadership in any organization. In doing so, the presentation will offer an introduction to ongoing activities within Pratt & Whitney Rocketdyne to convert the principles of Dr. W. Edwards Deming and Dr. Genichi Taguchi into practical ways that "reduce losses" to both society and Pratt & Whitney Rocketdyne.

Post-Conference Workshop

Monday, April 3rd, Afternoon, and Tuesday, April 4th, Morning

H – Enterprise Thinking

Presented by: Bill Bellows

Time: 12:30-5pm on April 3rd, 7:30am- noon on April 4th

Description: This seminar explores the philosophies of a variety of management theorist, including but not limited to Dr. W. Edwards Deming, Dr. Edward de Bono, Dr. Genichi Taguchi, and Dr. Tom Johnson; as they apply to the performance of products, processes, and the delivery of services. Among the topics of discussion will be the concepts of "better thinking about thinking" and "thinking together." The seminar will introduce you to these ideas through a series of questions that are specially selected to create awareness of a new approach to working together, learning together, and thinking together.