

Program Guide & Speaker Package

In2:InThinking Network 2007 Forum

Friday, April 13, Hilton Woodland Hills

- 4:00 - 7:30pm Registration
 4:00 - 6:00pm Reception
 6:00 - 7:30pm Dinner
 7:30 - 8:30pm Reception Keynote – Joseph Parent
Believe You Belong: Inspiring Fearless Confidence

Saturday, April 14, Hilton Woodland Hills

- 7:00 - 8:00am Registration and Continental Breakfast
 8:00 - 8:30am Welcome and Opening Remarks
 8:30 - 9:45am Opening Keynote – Ann Majchrzak, *The Passion of Collective Wisdom*
 9:45 - 10:15am Morning Break
 10:15 - 11:30am First Triple-Track Session
 Salon A – John Pourdehnad, *The Devil is Not in the Details*
 Salon B – Micah Fierstein, *Mindful Learning: When Practice Makes Imperfect*
 Salon C – Lyn Wiltse, *Exploring Leadership From the Inside Out*
 11:30 - 1:00pm Lunch, including time for Working Together Sessions and Speaker Q&A
 1:00 - 2:15pm Midday Keynote – Paul Morgan, *Which Way Ought I to Go From Here?*
 2:15 - 2:30pm Transition Time
 2:30 - 3:45pm Second Triple-Track Session
 Salon A – Tony Wrice, *Up With Hope*
 Salon B – Tracy Huston, *Generating the Collective Will to Create the Future We Want*
 Salon C – Bob Pratt, *Transforming Your Neighborhood and Work – From the Inside Out*
 3:45 - 4:00pm Transition Time
 4:00 - 5:00pm In2:InThinking Networking Session with On Ensemble
 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 Featuring Musical Guest “On Ensemble”

Sunday April 15, Hilton Woodland Hills

- 7:00 - 8:00 am Continental Breakfast
 8:00 - 8:15 am Opening Together
 8:15 - 9:30am Closing Keynote – Sheldon Rovin, *Boundary-less Thinking (There are boundaries, but most of them come from you!)*
 9:30 - 10:00am Break
 10:00 - 11:15am Practitioner’s Panel: Daring to Lead with Passion, Panelists: Fellow InThinkers who are Daring to Lead with Passion
 11:15-12:00 pm Leading Together

Micah Fierstein – Saturday, 10:15 – 11:30 am, Salon B

Mindful Learning: When Practice Makes Imperfect



Abstract: This session will explore the concept of *mindful learning* which promotes the “continuous creation of new categories; openness to new information; and an implicit awareness of more than one perspective (Ellen Langer 1997).” Mindful learning challenges us to discard seven pervasive myths that undermine the process of learning.

The basics must be learned so well that they become second nature.
Paying attention means staying focused on one thing at a time.
Delaying gratification is important.
Rote memorization is necessary in education.
Forgetting is a problem.
Intelligence is knowing “what’s out there.”
There are right and wrong answers.
Come joins us for this workshop to awaken your learning.

Micah Fierstein is a professor and program coordinator of Rhode Island College new Master’s Program in Educational Leadership. He has working on transforming the learning cultures of schools and classrooms for 28 years. He founded the Change Institute in 1994 to provide educators coaching and access to leading edge organizational learning tools. Micah is a contributor to: [Schools that Learn: Fifth Discipline Fieldbook for Educators, Parents, and Everyone Who Cares about Education](#), He has presented in national and international conferences such as the SoL Global Forum in Austria and Finland, The National Council on Staff Development, The Association of Supervision and Curriculum Development, The International Systems Dynamics Society and The Shambhala Institute for Authentic Leadership.

Micah is a member of the Society of Organizational Learning. His background includes elementary school teaching, elementary and secondary administration, and university teaching. Micah received his Masters Degree in Education from Harvard University and his Doctorate from Oregon State University.

Micah Fierstein – Saturday, 10:15 – 11:30 am, Salon B

Tracy Huston – Saturday, 2:30 – 3:45 pm, Salon B

Generating the Collective Will to Create the Future We Want

Abstract: The breadth and depth of the complexity that many of us face in our work and communities is presenting unprecedented challenges to leaders. These challenges require us to enhance our own capacities to deal with change, and also to learn new ways of collaborating across our institutional boundaries so we can approach change as a whole system—and, in a way that draws from both the ‘head’ and the ‘heart’. This story of the global leadership development journey at Nissan offers a look at the practices that allow us to draw from the deepest sources of aspiration and will, within ourselves, and as a collective, so that we can create the future we want.

Tracy has been supporting large system change and organizational performance since 1988. She joined Nissan in 2002 to design their first global executive development program for high-potential leaders, in support of succession and organizational learning objectives. Tracy recently returned to her consulting practice, focusing on leadership development and executive coaching in support of personal and systemic transformation. She continues to support Nissan’s executive program through workshop facilitation and coaching, and is Nissan’s Liaison Officer to the Society for Organizational Learning (SoL). She is a member of the design team for the SoL-MIT cross-sector innovation project, Emerging Leaders for Innovation Across Systems. Her work has been published in the SoL *Reflections* journal, and her book, *Inside-Out: Stories and Methods for Generating the Collective Will to Create the Future We Want*, will be published by SoL in early 2007.



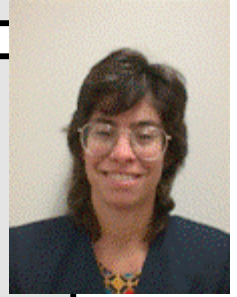
Tracy Huston – Saturday, 2:30 – 3:45 pm, Salon B

Ann Majchrzak – Saturday, 8:30 – 9:45 am, Keynote

The Passion of Collective Wisdom
The Possibilities of Corporate Wikis and the Wickyway

Abstract:: Wikis are a technology that allows anyone to edit each others' webpages. WikiWay is the set of norms that encourage collaboration when using the wiki. This presentation will describe results of recent research on how wikis are being used in corporations today.

Ann conducts research interactively with companies on how to use information technology to support worker, group, and organizational agility, ingenuity, & innovation. She's done studies with a range of companies in the local area including Boeing-Rocketdyne, Aerospace, JPL, Moog, Qualcomm, etc on knowledge collaboration and virtual teaming.



Ann Majchrzak – Saturday, 8:30 – 9:45 am, Keynote

Paul Morgan – Saturday, 1:00 – 2:15 pm, Keynote

Which Way Ought I to Go From Here?

Abstract: Now retired last June as the Quality Director with Philips Electronics in the United Kingdom I will share my insight into the question “Where do I go from here?” at a significant point in my career.

Like Alice in Alice in Wonderland, when faced with a choice of paths, I believe that we all need to be able to answer the question at some point in our lives. I will be sharing learning points from my experience in championing excellence as a lifestyle rather than a corporate initiative. Even as an ‘enlightened’ participant in the Philips corporate world, many of my own initiatives, could in hindsight, were probably not more than ‘Best Efforts’.

I have found that we need to realise that passion is essential in pursuing the question and that nurturing friendships and networks is essential to support the process.

I have discovered that it is important it to grasp that SPC is life changing (or should be!). It has been essential to mould the way I balance my life with purpose. I will highlight that ‘Us’ means your family, workforce, community and yourself! – Not just your In2:IN colleagues and like-minded colleagues!

I hope to challenge you will make a difference at the relationship interface not by the great project or initiative.

I will use illustrations from my corporate life, my passion for underwater photography and perhaps one of my puppets?

Paul grew up in Zambia and Zimbabwe where his front door bordered on bush country and miles of open space. Trained as an Electronics Engineer with the Atomic Energy Board in South Africa, then into computer design and manufacture and moved to the United Kingdom in 1986. Retired June 2006, after 20 years with Royal Philips Electronics with the last 10 years as Quality Director for the United Kingdom and also for the country organisations in Europe, Middle East and Africa.



Paul Morgan – Saturday, 1:00 – 2:15 pm, Keynote

Joseph Parent – Friday, 7:30 – 8:30 pm, Keynote



Believe You Belong – Inspiring Fearless Confidence

Abstract: To breakthrough on the elite level and continue to excel, athletes must believe they belong. The same applies to all individuals and organizations. The greatest hindrances to success arise from within: self-limiting attitudes and habits. Fearlessness is not the absence of fear, but the capacity to go beyond it, transcending habitual patterns stemming from hope as well as fear. Mindful awareness techniques offer valuable methods for recognizing self-defeating patterns, replacing unhelpful habits, and inspiring an attitude of unconditional confidence. When we realize our own potential, we are spontaneously moved to help and inspire others.

Blending Buddhist philosophy with modern psychology, Dr. Joseph Parent has taught mindful awareness practice and stress management for more than 30 years. However, it is the application of both disciplines to the ancient and challenging game of golf that distinguishes him as a sought-after corporate speaker and noted PGA TOUR Instructor, attracting such clients as recent World #1, Masters and 2-time PGA Champion Vijay Singh.

Dr. Parent is the author of ZEN GOLF: Mastering the Mental Game (Doubleday 2002). Quickly moving to the top of the charts as one of the bestselling instructional golf books in America, it is now in its eleventh printing, with over 200,000 copies in print world-wide, including foreign editions in seven different languages. His second book is due out in early April 2007.

Golf Digest magazine has named Dr. Parent as one of the Top Ten Mental Game Experts in the world, and its writers described ZEN GOLF as, "Soothing and enlightening, entertaining and provocative, here is a book that is highly original and exciting. Dr. Parent is a groundbreaking writer. It belongs in the list of the best 25 golf books ever written."

Dr. Parent's teaching offers a fresh perspective for golf and life. Rather than focusing on what's broken, what's flawed or what's missing, one can take the attitude there is something fundamentally, essentially right with us. Through introducing the practice of mindful awareness, distractions and negativity can be recognized and cleared away.

Dr. Parent's golf instruction and corporate presentations reflect the Buddhist vision of enlightened society, built on the cornerstones of four principles: virtue, discipline, humor and friendship. Says Dr. Parent, "When body and mind are synchronized in the present moment, we can uncover our inherent dignity and confidence. The ultimate goal is not just to help people become better golfers, but better human beings, ones who can relate to themselves and others in a genuine, kind, and courageous way."

Joseph Parent - Friday, 7:30 – 8:30 pm, Keynote

John Pourdehnad – Saturday, 10:15 – 11:30 am, Salon A

The Devil is Not in the Details



Abstract: The cliché *"the devil is in the details,"* means that it is easy to talk about the current reality but difficult to arrive at. With the world characterized by complexity, chaos and discontinues changes, such admonitions no longer stand the test of times. To arrive at the "current reality," with the world that is dynamically and globally interconnected, management scientists and practitioners are increasingly turning to approaches that are holistic in nature. A familiar proverb: "a picture is worth a thousand words" that refers to the idea that complex stories can be told with just a single still image, is touted as a thought process to untangling complexities. An approach that would help us to visualize where substantial amounts of data and information must be absorbed quickly in order to arrive at innovative strategies.

To address the above challenges, we need to develop a thinking that is distinct from conventional management thinking. "System thinking" as an alternative worldview to conventional thinking will be introduced and the implications for management will be discussed.

John Pourdehnad is Associate Director, Ackoff Center for Advancement of Systems Approaches and Adjunct Professor, Systems Engineering, in the School of Engineering and Applied Science at the University of Pennsylvania. Dr. Pourdehnad received his PhD in Systems Sciences from the Wharton School at the University of Pennsylvania. Since 1979, mostly as associate of Russell Ackoff, worked in broad range of industries including aerospace, chemicals, computer equipment, data services and software, electronics, energy, food and beverages, healthcare, hospitality, industrial equipment, automotive, insurance, metals, mining, pharmaceuticals, telecommunications, utilities, and transportation. Among his many publications are the book, *Internal Markets: Bringing the Power of Free Enterprise Inside Organizations*, co-edited with W. Halal and A. Geranmayeh; and articles including "Building Corporate 'Black Boxes': A Different Perspective on Organizational Learning;" "Systems Approach to Knowledge Development for Creating New Products and Services;" "Beyond Knowledge Management;" "On Misdirecting Management;" "What Drives Organizational Learning at GM?" and "Synthetic (Integrative) Project Management," published in the *Handbook of Business Strategy*, 2007, Emerald Publications, New York, NY.

John Pourdehnad – Saturday, 10:15 – 11:30 am, Salon A

Bob Pratt – Saturday, 2:30 – 3:45 pm, Salon C

Transforming Your Neighborhood and Work – From the Inside Out

Abstract: Bob believes that corporate culture doesn't really exist. It's a delusion - and an expensive one in terms of all the money business spends on culture change - that only exists in the thoughts of the people who think it exists. It is demeaning of employees to assert that everyone shares a culture, i.e., thinks the same way. In fact, everyone has a separate reality about the business in which she or he is engaged. And everyone is functioning in the business differently, doing the very best she or he can based on thinking. Is this negative? Absolutely not. It means that business change happens from the inside out with people understanding that what they feel and experience in and about the workplace is always and only a product of their thinking and that a different quality of thinking is immediately available to them which, in fact, is their very nature.



Support for this perspective comes from philosophers (Krishnamurti), theologians (de Chardin), scientists (David Bohm & Bell's Theorem) and contemporary every(wo)men (Syd Banks, Suzanne Segal, Stephen Jourdain & Tony Parsons). What we learn from them is that everyone is intimately connected with everyone else, conventional wisdom to the contrary, and everyone is kind, caring and loving by nature. The only thing that gets in the way of these positive emotions and behaviors is habits of thinking that produce negative emotions such as insecurity and anger and their consequent behaviors. The power of change lies not in programming people to change their thoughts but in assisting them to understand that they are psychologically healthy, regardless of background and experience, and their default setting is a quality of thinking which is buoyant and which produces surprising feelings of joy and wellbeing and unleashes hitherto unknown stores of imagination and creativity. The other good news aspect for any business is that transformation does not require 'top down' commitment. In fact it will happen from the 'bottom up' or the 'middle up and down' and create an epidemic of positive change throughout the company.

Bob was born and raised in Santa Monica and still lives there. He spent his youth in a seminary, beginning the 9th grade through three years of post graduate, exiting in the nick of time. After a volunteer stint with Synanon in Santa Monica in 1968 he went to work for Volunteers of America as a counselor in a small halfway house in downtown Los Angeles. In 1984 he became president of the organization.

During his almost 40 years with Volunteers of America it has grown into one of the largest, most prosperous, and most innovative charities in Los Angeles. Bob's abiding passion has been 'jousting with the windmill' of social service ineffectiveness. He and his organization are possessed by a creative anxiety to find permanent solutions to society's most intractable problems, like homelessness and youth violence, rather than being content to only apply band aids. The everyday question in the workplace is "what is it that we can't do today but if we could would transform our business," and the everyday activity is creating and measuring social experiments that promise better outcomes.

Bob Pratt – Saturday, 2:30 – 3:45 pm, Salon C

Sheldon Rovin – Sunday, 8:15 – 9:30 am, Keynote

Boundary-less Thinking (*There are boundaries, but most of them come from you*)



Abstract: Boundary-less thinking (BLT) is thinking beyond the boundaries or constraints, usually self-imposed, that inhibit change, are often used to justify cherished, but unfounded practices and beliefs, maintain a tight grip on the status quo, and keep organizations functioning sub-optimally. BLT includes *at least* trying to base decisions and actions on evidence and sound facts, rather than the myths and “common knowledge” that suffuse organizational life. For the boundary-less thinker, the facts may not always be at hand, but the effort to get them is. A boundary-less thinker benefits from an insatiable curiosity, playfulness, and a recognition of unlearning (This is not forgetting!) as a natural part of learning. BLT means accepting error as inherent in all humans and as a means for learning, not something to fear. In the face of an emergent, probabilistic world, our boundary-less thinker realizes the folly of trying to achieve certainty by planning to the nth degree. With these thoughts, and from a systems perspective, she tries to dissolve problems rather than solve them. All or some of this will be illuminated, probably

Sheldon Rovin is Emeritus Professor of Healthcare Systems at the Wharton School of Business and past Director of Healthcare Executive Management Programs at Wharton Executive Education and the Leonard Davis Institute of Health Economics. He is Emeritus Professor and past chair of the Dept. of Dental Care Systems, School of Dental Medicine. All of these positions are at the University of Pennsylvania. Among the programs he directed at the Wharton School are the Johnson & Johnson-Wharton Fellows Program in Management for Nurse Executives, the SmithKline Beecham Executive Management Program for Directors of Hospital Pharmacy, the Wyeth Ayerst-Association of Professors of Gynecology and Obstetrics Program in Management, and the Wyeth Ayerst-APM Executive Management program for Chairs of Medicine. Dr. Rovin’s publications include over ninety journal articles and book chapters, and nine books. His latest three books are Medicine and Business: Bridging the Gap (2001) published by Aspen Publishers; Redesigning Society (2003) written with Russell Ackoff and published by Stanford University Press; and, Beating the System: Using Creativity to Outsmart Bureaucracies, written with Russell Ackoff, was published by Berrett-Koehler in July, 2005. An earlier book entitled Managing Hospitals: Lessons from the Johnson & Johnson-Wharton Fellows Program in Management for Nurse Executives (1991), won the Journal of Nursing Administration’s 1992 Management Book of the Year Award. Dr. Rovin’s principal consulting interests are the application of systems thinking, idealized design, interactive planning and creative thinking to the design, management and leadership of organizations. He has won several teaching awards. He was the Dean of the University of Washington, College of Dentistry from 1973 to 1977. Prior to this he was professor and chair of the Dept. of Oral Pathology and professor of General Pathology at the University of Kentucky Colleges of Dentistry and Medicine, respectively. Dr. Rovin is a diplomat of the American Board of Oral Pathology and holds DDS and MS degrees from the University of Michigan.

Sheldon Rovin – Sunday, 8:15 – 9:30 am, Keynote

Lyn Wiltse – Saturday, 10:15 – 11:30 am, Salon C

Exploring Leadership From the Inside Out

Abstract: Learn how to expand your personal power as a leader, allowing you to help those in your organization aspire to and accomplish great things. In this highly interactive workshop you will be guided to explore how to increase your influence as a leader. You will discover how you can be more intentional about the language you use and how to use feedback more effectively. Become aware of the messages you are sending and identify which self protective strategies you are using that undermine your effectiveness. By working from the inside out, you'll come away with many tools to help maximize your positive impact on the people and systems you touch.

Lyn Wiltse is the founder and president of PDSA Consulting, Inc. She is a graduate of Willamette University and holds a Master's degree in Educational Policy and Management from the University of Oregon. She has over 20 years experience in assisting with collaborative problem solving, continual improvement and productivity initiatives. Industry experience includes Public and Private Sectors, Non-Profits, Manufacturing, Telecommunications, Information Technology, and Utilities.

PDSA Consulting is on the State of Washington's list of preferred providers for training and consulting services. At Bellevue Community College in Washington, she teaches several popular courses in the areas of conflict facilitation, improving organizational performance, leadership, and managing project teams.

Lyn is a skilled facilitator of interest-based problem solving and process improvement efforts. She demonstrates empathetic listening which creates a trusting environment for relationship-building and consideration of new ideas, especially regarding the potential impact each person has on surrounding systems. She has successfully facilitated the re-licensing of a northwest hydro electric project resulting in a settlement agreement signed by all stakeholders. She is also involved in guiding other initiatives that integrate the core interests of diverse stakeholders into enduring solutions.

Lyn feels a deep commitment toward helping organizations create a culture that will ensure their long-term viability. This commitment is demonstrated by her dedication to helping others discover better ways to work together and her participation in a number of related organizations, including the American Society of Quality, Association for Quality and Participation, and the Association for Humanistic Psychology.



Lyn Wiltse – Saturday, 10:15 – 11:30 am, Salon C

Tony Wrice – Saturday, 2:30 – 3:45 pm, Salon A

Up With Hope

Abstract: The “Up with Hope” story is based on the relationship of Tony Wrice, the son of the nationally known anti-drug activist leader, Dr. Herman Wrice (2000) who led a crusade against drug dealers in the communities around this nation. Tony tells the world how “The Wrice Process” changed the thinking of America! “Surrounded by Evil”, written by Vinte Clemons Stories told growing up in a Philadelphia community called Mantua. A neighborhood known as “The Bottom”! The “Ten Commandments of fighting drugs” will empower you to believe that you can win back your neighborhood from the crimes and drug trafficking. Tony Wrice will take you on the street corners so you can get a first hand experience on how “The Wrice Process” works! There will be some “chanting” going on all night long! Reactions/changes will take place. A poem called “One life to lead”, written and told by Vinte Clemons.



Tony Wrice, son of the late great Anti-drug Activist leader, Dr. Herman Wrice, founder of “Mantua Against Drugs” and “Turn Around America”. Tony worked alongside his father in implementing “The Wrice Process” in over 300 cities across the nation as well around the world!

Tony Wrice is a graduate from Northwestern College in Iowa in which he received his bachelors of Art in Sociology and Physical Education. Tony participated in collegiate athletics in which he accomplished numerous honors and awards. He was selected on College’s Elite Football Team when he was named as an All-American in 1984. He was a free-agent in the National Football League for the Seattle Seahawks in 1985.

Mr. Wrice is director and coordinates the “MAD” group in Philadelphia in which “The Wrice Process” grass roots formed in 1985. Tony travels around to different neighborhoods, cities, and states giving “motivational” speeches to encourage youngsters about education as well as a better means of life! Tony is presently employed at Cheyney University, (The oldest Historical Black College in the country) as a head coach in track and field. Tony continues his mentoring with his coaching philosophy called “The Wrice Track”!

Tony Wrice resides in West Philadelphia in a small section of the city called Mantua. The community activist leader continues the vision and legacy on the street corners of Philadelphia that his father started. Occasionally, you will hear Tony’s voice chanting in the blue sky, “Up with Hope”!

Tony Wrice – Saturday, 2:30 – 3:45 pm, Salon A