

What's New? What's Next?

BETTER THINKING FOR A BETTER FUTURE



The Second Annual Forum
of the In2:InThinking Network
April 3-6, 2003 Los Angeles, California, USA

Sponsored by:

The Boeing Company UAW/Boeing Employee Involvement Training Organization
Aera Energy LLC AeroVironment Breakthrough Systems Kid Flix Productions
MICA Management Resources The Deming Forum The W. Edwards Deming Institute
Theresa M. Stewart, CPA - An Accountancy Company
withaq.net and the Deming User Groups of the Bay Area, San Diego, and Kern, Los Angeles & Orange Counties

About Us

The In2:InThinking Network comprises people who endorse *Better Thinking for a Better Future*- reaching individuals and organizations throughout the world. Our theoretical grounding joins the work of W. Edwards Deming, Genichi Taguchi, Edward de Bono, among others. We explore their contribution with the aim of creating an awareness and consciousness about *how thinking can bring forth a better world*. We believe that by “thinking about thinking” – or *inthinking* – we will 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 2003 Forum

Our Second Annual Forum, themed **What's New? What's Next? Better Thinking for a Better Future**, continues to expand “thinking about thinking” and increase the consciousness of better thinking in individuals and organizations. To that end, we have invited leading-edge thinkers who will share their views on “What's New” and “What's Next”. In addition, this year we have expanded our pre-conference workshop offerings from one to five (see this page). Our 2003 Forum aims to promote an environment where compelling ideas and insights will evolve from an exposure to new thoughts, and thoughtful colleagues. (And these ideas and insights may be taken home and run with!)

Pre-Conference Workshops

Qualified Forum participants may attend any of five workshops that will be held mostly before the core conference portion of our 2003 Forum. You qualify to attend pre-conference workshops if you are an employee of The Boeing Company, or work for a Boeing supplier or customer; in addition, the pre-conference workshops are open to family members of Boeing employees, students, and “members of the community”. “Members of the community” are citizens working full or part time, or as volunteers, in community-related work. Please see our website (www.in2in.org) or contact us for more details on qualifying for attendance at a pre-conference workshop. Seating is limited and will be prioritized according to date of registration receipt. The pre-conference workshop schedule is as follows:

- Enterprise Thinking with Bill Bellows (9 hours)
Thursday, April 3 and Friday, April 4, 7:30 am – 12:00 pm Or
Thursday, April 3 and Friday, April 4, 12:30pm – 5:00 pm
- The Organization Workshop with Beth Thompson (12 hours) Thursday, April 3, 8:00 am – 5:00 pm, and Friday, April 4, 8:00 am – 12:00 pm
- Building Confidence and Capacity with Jon Bergstrom (4 hours) Thursday, April 3, 8:00 am – 12:00 pm
- The Art of Multi-Dimensional Listening with Elisabeth Walsh (4 hours) Friday, April 4, 8:00 am – 12:00 pm
- Managing Variation as a System with Joe Onstott (9 hours) Thursday, April 3, Friday, April 4, and Monday, April 7, all 1:00 – 4:00 pm

Please see our website (www.in2in.org) for details on the content of each of these workshops

Should You Attend?

We believe that anyone interested in improving the effectiveness of individuals and organizations will gain from this Forum. We expect wide variation in the backgrounds of our attendees - which is an asset to the event - and as such have designed our program to be valuable to anyone interested in “better thinking”. If you would like to get a “running start” on the inthinking ideas, however, please inquire with us about attending an “Enterprise Thinking” workshop.

Registration

The cost of the Forum is \$250 per person (you might also consider the cost of *not* attending . . .). This includes all workshops, presentations, activities, materials, and meals (buffet dinner on Friday, continental breakfast on Saturday and Sunday, and lunch and dinner on Saturday). Payment may be made by check or money order. Please complete a registration form and include with your payment. Forms are available on our web site, www.in2in.org. **To assure a seat at the Forum we must receive your registration form and payment by March 3, 2003.** Cancellations that occur before March 3, 2003 will be refunded completely. Cancellations after March 3, 2003 will be 50% refunded.



Dr. Nida
Backaitis



Jon
Bergstrom



Dr. Van
Bowen



Jim
Clauson



Dr. Cyndi
Crother



Lynda
Curtin



Marcia
Daszko



Chuck
Dwyer



Rob
Gray



Denise
Howard

Conference Activities

Friday, April 4th, Boeing - Leadership & Learning Center

- 4:00 - 7:00pm Registration
4:00 - 5:30pm Welcoming Reception
5:30 - 7:00pm Dinner
7:00 - 8:00pm Reception Keynote: Dr. Paul MacCready,
A Different Starting Point Explores Different Actions

Saturday, April 5th, Hyatt Westlake Plaza

- 7:00 - 8:00am Registration and Continental Breakfast
8:00 - 8:30am Greetings: Marcia Daszko, Diana Deming Cahill,
John Duddy, and Bill Cooper
8:30 - 9:45am Opening Keynote by Dr. Nida Backaitis and Dr. Mike Tveite, *Thinking
about a Better Future - How Can Deming Still Help Us?*
- 9:45 - 10:15am Break
10:15 - 11:15am Session 1: Jim Clauson, *Blue Pen Companies: the Future of Networking
and Working the Net*
Session 2: Dr. Cyndi Crother, *Guide to Greatness*
- 11:15 - 12:15am Session 1: Denise Howard, OBE, *Learning to Stay Afloat – Together*
Session 2: Lynda Curtin and Marcia Daszko, *Innovate or Evaporate:
How to Create a Sustainable Future*
- 12:15 - 1:30pm Lunch
1:30 - 2:30pm Midday Keynote by Rob Gray, *What's Next? What's New?*
2:30 - 3:00pm Break
3:00 - 4:00pm Session 1: Chuck Dymmer, *Thinking Inside the Box*
Session 2: Jon Slaughterback & Moe Vasquez, *Renegades to Renaissance
– Emerging Patterns of Productivity and Profit*
Session 3: Dr. Van Bowen, *A Systems Thinking Practicum*
- 4:00 - 5:00pm Session 1: Jon Bergstrom, *Systemic Teamwork*
Session 2: Joe Onstott, *Better Thinking - it's not Rocket Science*
Session 3: Dr. Ken Macur, *What's New, What's Next, What Counts?*
- 5:00 - 6:00pm "No Host" Happy Hour
6:00 - 7:00pm Dinner
7:00 - 8:00pm Dinner Keynote by Steve Mercer, *The Boeing Leadership Center - From
Zero to 10,000 in 3.5 Years*

Sunday, April 6th, Hyatt Westlake Plaza

- 7:00 - 8:00am Continental Breakfast
8:00 - 9:00am Sunday Morning Keynote: Dr. Tom Johnson, *The Lean Accounting Paradox*
9:00 - 10:00am Panel Discussion: *Better Thinking for a Better Future: What will
it take?*
Panelists: Rob Gray, Denise Howard, Steve Mercer, Dr. Oscar Mink
- 10:00 - 10:30am Break
10:30 - 11:30am Closing Keynote by Dr. Mark Shal, *Better Data, Better Decisions,
Better Results: Taking Advantage of Invariant Measures*
11:30 - 12:00pm Closing Remarks: Dan Robertson and Bill Bellows



Dr. Tom
Johnson



Dr. Paul
MacCready



Dr. Ken
Macur



Steve
Mercer



Dr. Oscar
Mink



Joe
Onstott



Dr. Mark
Shal



Jon
Slaughterback



Dr. Mike
Tveite



Moe
Vasquez

Where Will We Be?

The Forum will take place in two locations in metropolitan Los Angeles, California, USA. Activities through Friday, April 4 will occur at The **Boeing Company's** Rocketdyne Propulsion & Power Leadership and Learning Center, 6633 Canoga Ave., in the Canoga Park section of Los Angeles. The remaining activities for the Forum – that is, the events on Saturday, April 5 and Sunday, April 6 – will all take place at the **Hyatt Westlake** Plaza Hotel, 880 S. Westlake Blvd., in Westlake Village, California, which is about 19.5 miles from the Boeing site. Both locations are easily accessible from the U.S. 101 freeway. There will be free courtesy buses providing travel between the Boeing and Hyatt sites. For detailed information about locations, transportation, parking, etc., please visit our website, www.in2in.org.

Rooms at the Hyatt Westlake Plaza have been reserved for Forum attendees at the group rate of \$96 per night plus 10% tax. To make reservations at the group rate, please call 800 233-1234 before March 14, 2003, and *state that you are attending the "In2:InThinking" event.*

Please don't hesitate to contact us (see contact information below) if you would like more information about other lodging options, things to do and see in Los Angeles (beaches, hiking, movie studios, shopping, etc.), or have any questions about anything!

Contact Information

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2003 Forum
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■ E-mail: Bill@in2in.org



About the cover art: Our Second Annual Forum signature art was created by Tony Heald, of Barnsley, South Yorkshire, United Kingdom, and is titled *Circus Clowns*. Tony admires clowns for many reasons, which include, in his words, "their quick, objective, ego-shattering thought and wit have helped, at the best, mankind to move forward with humility"; they represent "enthusiasm and joy of living"; and they help us to "laugh at ourselves (and our endeavours) whilst retaining our optimism". We hope you enjoy this provocative piece and consider how it may cast light on topics in our Forum.