

The 3<sup>rd</sup> Annual Forum of the  
**In2:InThinking Network**



**April 1- 4, 2004**  
Los Angeles, California, USA

# MAKING A DIFFERENCE FROM WHERE WE ARE

## OUR PARTNERS

The Boeing Company  
UAW/Boeing Employee Involvement Training Organization  
Aera Energy LLC    AeroVironment    Breakthrough Systems  
Daszko Designs    Kid Flix Productions    The Lightforce Group  
MICA Management Resources    Pegasus Communications, Inc.  
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The North of England Transformation Network  
The UK Deming Forum    The W. Edwards Deming Institute  
Theresa M. Stewart, CPA  
(An Accountancy Company)  
The United Way of Kern County  
The University of Richmond Management Institute  
Volunteers of America - Los Angeles  
Withaq.net    Hilton Woodland Hills

## ABOUT US

The In2:InThinking Network brings 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, Genichi Taguchi, and other better-thinking theorists. We seek to explore, integrate, and extend their theories with the aim of increasing our consciousness and understanding about how thinking can bring forth a better world. We believe that by "thinking about thinking" - or inthinking - we 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 2004 FORUM

Our Third Annual Forum, themed **Making a Difference From Where We Are - Better Thinking For A Better Future**, 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 will share their efforts to "Make A Difference". In addition, we are partnering with The Boeing Company to offer four pre-conference workshops. Our 2004 Forum aims to promote an environment where compelling ideas and insights will evolve from an exposure to new thoughts, and inthinking colleagues. (And these ideas and insights may lead you in untold exciting directions in your work and life after the Forum.)



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## PRE-CONFERENCE WORKSHOPS

Qualified Forum participants may attend any of four workshops that will be held before the core conference portion of our 2004 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](http://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**  
Thursday, April 1 8:00 am - to 5:00 pm  
8 hrs, 35 seats
- **How to Develop Performance Measures with Phil Monroe**  
Thursday, April 1 8:00 am - 12:00 pm  
4 hrs, 30 seats
- **Leadership Communication with Marcia Daszko**  
Thursday, April 1 1:00 pm - 5:00 pm  
4 hrs, 30 seats
- **InThinking and Eco-Operations with Bill Bellows, Elaine Johnson, and Tom Johnson**  
Friday, April 2 8:00 am - 5:00 pm  
8 hrs, 100 seats

## 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. This includes all workshops, presentations, activities, materials, and meals (dinner on Friday, continental breakfast on Saturday and Sunday, and lunch and dinner on Saturday). Register on-line as well or by completing the registration form and submitting it with your payment. The registration form is available on our website at [WWW.IN2IN.ORG](http://WWW.IN2IN.ORG). Payment may be made by check or money order or by using the PayPal service on our website. (Due to the added cost to the In2:InThinking Network for this on-line payment option, a surcharge of \$8.50 will be added to the \$250 registration fee on PayPal payments.)



**Bill  
Bellows**



**Ed  
Chaplin**



**Barry  
Frew**



**Rob  
Gray**



**Denise  
Howard**



**Elaine  
Johnson**



**Barbara  
Lawton**

# CONFERENCE ACTIVITIES AT HILTON WOODLAND HILLS

## FRIDAY APRIL 2<sup>ND</sup>

4:00 - 7:30 pm Registration  
 4:00 - 6:00 pm Reception  
 6:00 - 7:30 pm Dinner  
 7:30 - 8:30 pm **Reception Keynote:** *Rick Stephens*, How Are We Affecting the Quality of Tomorrow's Workforce?

## SATURDAY APRIL 3<sup>RD</sup>

7:00 - 8:00 am Registration and Continental Breakfast  
 8:00 - 8:30 am Welcome and Opening Remarks  
 8:30 - 9:45 am **Opening Keynote** - *Barbara Lawton*, Nature's Secrets to Successful Evolution  
 9:45 - 10:15 am Morning Break  
 10:15 - 11:30 am Triple Track 1

**A** *Dan Robertson*, Deming's Profound Changes: Transforming from Taylor to Deming

**B** *Denise Howard OBE*, YorkBoat - Going Overboard to Delight Customers!

**C** *Rob Gray*, Don't Fight the System - Change the Rules and the System will Change Itself!

11:30 - 1:00 pm Lunch  
 1:00 - 2:15 pm **Midday Plenary** - *Elaine Johnson*, Public Education in Crisis: What You Can Do to Make a Difference  
 2:15 - 2:30 pm Transition Time  
 2:30 - 3:45 pm Triple Track 2

**A** *Ed Chaplin*, Making a Difference From Where You Are

**B** *Ron Schultz*, At Work in the Community

**C** *Bill Bellows*, The Power of Vision - Creating A Difference From Where You Are

3:45 - 4:15 pm Afternoon Break  
 4:15 - 5:30 pm In2:InThinking Networking Session  
 5:30 - 6:30 pm No Host Happy Hour  
 6:30 - 7:30 pm Dinner  
 7:30 - 8:30 pm **Dinner Keynote** - *Sheila Sheinberg*, Changing the DNA: A Wake-Up Call

## SUNDAY APRIL 4<sup>TH</sup>

7:00 - 8:00 am Continental Breakfast  
 8:00 - 9:15 am Triple Track 3

**A** *Barry Frew*, Thinking More Effectively - Leading More Effectively"

**B** *Myron Tribus*, Consciously Thinking about Thinking Consciously

**C** *Steve Prevette*, Pushing the Envelope from Within

9:15 - 9:45 am Break  
 9:45 - 10:45 am **Panel:** Making A Difference From Where We Are  
 Panelists: *Elaine Johnson, Barbara Lawton, Oscar Mink, and Rick Stephens*  
 10:45 - 11:00 am Transition Time

11:00 - 12:00 pm **Sunday Morning Keynote** - *Oscar Mink*, The Journey from Within and Between - Ontogogy Through a Lens of Complexity Science

12:00 - 12:30 pm Closing Remarks



Oscar Mink



Steve Prevette



Dan Robertson



Ron Schultz



Sheila Sheinberg



Rick Stephens



Myron Tribus

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## WHERE WILL WE BE?

The Forum will take place in Los Angeles, California, USA, in the Canoga Park/Woodland Hills area of the San Fernando Valley.

Pre-conference activities (workshops) will take place on Thursday, April 1, and Friday, April 2, at The Boeing Company's Rocketdyne Propulsion & Power Leadership and Learning Center (6633 Canoga Avenue, Canoga Park).

Conference activities will begin on Friday afternoon at 4:00pm and extend through Sunday at 12:30pm - all to be held at the nearby Hilton Woodland Hills (6360 Canoga Avenue, Woodland Hills). The hotel is an easy walk from the Boeing site, where Forum attendees are welcome to park for free. For detailed information about locations, transportation, parking, etc., please visit our website at [WWW.IN2IN.ORG](http://WWW.IN2IN.ORG).

Rooms at the Hilton Woodland Hills have been reserved for Forum attendees at the group rate of \$96 per night plus 15% tax. To make reservations at the group rate, please call 818-595-1000 before March 19, 2004, and state that you are attending the "In2:InThinking" event.

Please don't hesitate contact to 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 else.

## ARTWORK

This year's artwork is designed by Tim Daszko. The theme of this year's forum "Making a Difference From Where We Are." creates a spectrum of ideas, but most significant is the impact of human thought.

From the earth and its resources we draw upon our surroundings and inspirations to create. The human figure represents this idea. The lack of a detailed face represents the elimination of the "individual" when it comes to problem solving and innovative thought. The world is directly and indirectly affected by thought. Ideas directly impact actions; the hands represent the application of ideas and the actions that result from thought patterns. The indirect impacts result from the flood of thoughts that flow out of the head and puddle on the shoulders of the thinker. These puddles might be representational of shared, loose, inactive, or untouched ideas, which weigh on the arms and linger until utilized or discarded.

# InThinking Network

## CONTACT

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2004 Forum**

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