



**The Ninth Annual Forum
of the In2:InThinking Network
April 15-20, 2010 • Los Angeles, California, USA**

Our Forum Partners InThinking

Pratt & Whitney Rocketdyne

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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, 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 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 2010 Forum

Our Ninth Annual Forum, themed *Juggling Roles, Goals, and Context...In2 Harmony*, 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 are leaders in “*Juggling Roles, Goals, and Context...In2 Harmony*.” In addition, we are partnering with Pratt & Whitney Rocketdyne to offer 20 pre- and post-conference seminars and workshops, ranging from 2-hours in length to 9-hours in length. The In2:InThinking Network Annual Forum aims to promote a specific environment in which compelling ideas and insights evolve from intense exposure to new thoughts, thinking patterns, and InThinking colleagues. 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.

Pre- and Post-Conference Seminars and Workshops

Qualified Forum participants may attend any of the seminars and workshops offered before or after the weekend conference portion of our 2010 Forum. Qualified participants are employees of Pratt & Whitney Rocketdyne, its suppliers or customers, family members of Pratt & Whitney Rocketdyne 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-](#) or [post-](#) conference workshop or seminar. The 20 pre- and post-conference seminar and workshop offerings on April 15th and 16th, followed by April 19th and 20th, are listed below;

- *Mastering the Art of Alignment Into Action*, 3 hours, with Alex & Beth Iglecia
- *Emerging Social Software Platforms*, 3 hours, with Rick Ladd and John Pourdehnad
- *Creativity, Conflict, and Courage*, 3 hours, with Bob Dickman and Ken McLeod
- *A Journey Through Meaningfulness*, 3 hours, with Tim Parsey and Elizabeth Topp
- *Systems Thinking: Context and Perspective*, 3 hours, with Jon Bergstrom, Steve Byers, and Lori Steed
- *Bringing Community Engagement Skills In2 Use in Our Everyday Communications*, 3 hours, with Jamie Riche
- *Application of Enterprise InThinking to Working Life*, 2 hours, with Felix Delgado and Joe Onstott
- *Idealized Design: Beyond Problem Solving*, 2 hours, with Neil Jansen
- *Cause(s) of Confusion: Beyond Root Cause Analysis*, 2 hours, with Cade Wilson
- *Mindful Leadership: Strategies for Change Resilience & Wisdom at Work*, 6 hours, with Joel & Michelle Levey
- *Thinking Together, Learning Together, and Working Together: Moving From Awareness to Action*, 6 hours, with Micah Fierstein
- *Deming's Ideas in the 21st Century*, 6 hours, with Gipsie Ranney
- *Agile Leadership - "The Inquirer"*, 3 hours, with Peter Stonefield
- *Agile Leadership - "The Negotiator"*, 3 hours, with Peter Stonefield
- *Building Community Ecologies: Goals and Roles for a Human(e) Approach to Transformation*, 3 hours, with Dave Flanigan and Tracy Huston
- *Incubation and Inspiration for Sustainability: PRIZM GameStorming In Action*, 3 hours, with Dale Deardorff
- *The Secret Life of Organizations*, 4.5 hours, with Ariane David
- *InThinking With Purposeful Tools and Techniques*, 9 hours, with Tim Higgins
- *Enterprise InThinking*, 9 hours, with Bill Bellows
- *Where Trust Is, Results Follow*, 4.5 hours, with Steve Brogan, Hugh McAllister, and Adrian Ward

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Conference Activities

Friday, April 16th, Leadership & Learning Center, Pratt & Whitney Rocketdyne

- 5:00 - 7:30pm Registration
6:00 - 7:30pm Dinner
7:30 - 8:45pm Opening Keynote – [Nancy Abrams and Joel Primack](#)
The Cosmic Context for the Human Future

Saturday, April 17th, Hilton Woodland Hills

- 7:00 - 8:00am Registration and Continental Breakfast
8:00 - 8:30am Welcome and Opening Remarks
8:30 - 9:45am Morning Keynote – [Elaine Johnson](#)
Understanding "Context" to Achieve Harmony in Organizations and on Earth
- 9:45 - 10:15am Break
10:15 - 11:30am First Parallel-Track Session
Salon A – [Felix Tarasenko](#)
Russell Ackoff: From Russia, With Affection
Salon B – [Annie Barron](#)
The Art of Communication: Harmonizing Body, Mind, Heart, and Spirit
Salon C – [Lew Rhodes](#)
The Juggler's Quantum Paradox...and an X-Factor Required to Solve It
- 11:30 - 1:00pm Lunch, including time for Thinking Together Sessions and Speaker Q&A
1:00 - 2:15pm Midday Keynote – [Douglas Busch](#)
The Circle of Confusion
- 2:15 - 2:30pm Transition Time
2:30 - 3:45pm Second Parallel-Track Session
Salon A – [Tim Higgins](#)
Thoughts and Thinking About Thinking - Personal AHAs (and DUHs)
Salon B – [Debra Lewis and Doug Adams](#)
Help Wanted: Genuinely Caring Leaders
Salon C – [Robin Solomon](#)
Juggling is Elementary! Kids In2:InThinking
- 3:45 - 4:00pm Transition Time
4:00 - 5:00pm In2:InThinking Networking Session with [Peter Stonefield](#)
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 "[Christen Lien](#)"

Sunday, April 18th, Hilton Woodland Hills

- 7:00 - 8:00am Continental Breakfast
8:00 - 8:15am Opening Together
8:15 - 9:30am Closing Keynote – [David Langford](#),
The Perfect Confluence: Leadership and Learning In2 Quality
- 9:30 - 10:00am Break
10:00 - 11:00am Practitioner's Panel: *Daring to Transform My Space In2 OurSpace*
Panelists: Fellow InThinkers who are Leading Transformation Efforts
11:00 - 12:00pm Leading Together

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

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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@pwr.utc.com) about attending an "Enterprise InThinking" seminar offered throughout the year at a variety of locations across the U.S.

Registration

The cost of the Forum is \$400 per person, with a \$50 discount for registrations confirmed on or before March 25th. This includes all pre- and post-conference sessions, 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.

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- and post-conference activities (seminars and workshops) will take place on Thursday, April 15th, and Friday, April 16th, at **United Technologies' Pratt & Whitney Rocketdyne's** offices at 6633 Canoga Avenue in Canoga Park, and on Monday, April 19th, and Tuesday, April 20th, at nearby California State University Northridge. Conference activities will begin on Friday afternoon at 4:00pm with a dinner to be held at Pratt & Whitney Rocketdyne's Leadership & Learning Center. Conference activities will transition on Saturday morning and extend through Sunday at 12:00pm – at the nearby **Hilton Woodland Hills** (6360 Canoga Avenue, Woodland Hills). The hotel is an easy walk from the Pratt & Whitney Rocketdyne 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.

Rooms at the Hilton Woodland Hills have been reserved for Forum attendees at the group rate of \$115 per night on Thursday (April 15th), Friday (April 16th), Saturday (April 17th), and Sunday (April 18th) nights, and \$155 for Wednesday (April 14th), Monday (April 19th), and Tuesday (April 22th) nights, plus 14.07% occupancy tax. To make reservations at the group rate, go to our **room reservation website** to reserve a room before April 2nd at the rates above. If you need to speak with someone at the Hilton, please call 818-595-1000 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.

Forum Artist

Our Forum Artist this year is Peyman Pojhan, who was born in Mashhad, Iran in 1976. He started his studies in Civil Engineering in 1996 and that same year he grew a passion for art and sculpture. By 1999, he was already well known for his work and was getting requests from City Halls to build sculptures in public places. In 2001, he obtained his B.S. of Civil Engineering. Peyman blends his engineering skills and artistic capabilities to build his own unique sculptures. His hands and mind together can create the unbelievable. He has worked with a variety of materials and is an expert in a wide range of techniques. Visit Peyman's website at www.peymanpojhan.com.