



InThinking Network

The Sixth Annual Forum
of the In2:InThinking Network
April 12-17, 2007
Los Angeles, California, USA

Passion Flowing In2 Purposeful Action

*Unleashing
the Power
of Us*

Our Partners in Thinking

Pratt & Whitney Rocketdyne
Hamilton Sundstrand Corporation – Space, Land & Sea
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Program at Seattle University + Pegasus Communications, Inc + Phadke
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State Farm Insurance Companies + The Swiss Deming Institute + UK
Deming Forum + United Way of Kern County + W. Edwards Deming
Institute + Theresa M. Stewart, CPA - An Accountancy Company
Volunteers of America – Los Angeles + Withaq.net
UAW/Boeing Employee Involvement Training Organization

www.in2in.org

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 world renowned 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 2007 Forum

Our Sixth Annual Forum, themed Passion Flowing In2 Purposeful Action – Unleashing the Power of Us, 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 have experienced “Passion Flowing In2 Purposeful Action.” In addition, we are partnering with Pratt & Whitney Rocketdyne to offer 14 pre- and post-conference seminars and workshops. Our 2007 Forum aims to promote an environment where compelling ideas and insights will evolve from an exposure to new thinking, thinking patterns, and InThinking colleagues. (And these ideas and insights may lead you in untold exciting directions in your work and life after the Forum.)

* Qualified Forum participants may attend any of the seminars and workshops offered before or after the weekend conference portion of our 2007 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 pre-conference seminar and workshop offerings on April 12th and 13th follow here:

Our Pre-Conference Workshop Offerings April 12th and 13th*

**Facilitating Agreement - Transforming Position
In2 Positive Action**
with Lyn Wiltse

Four Layers of Communication
with Annie Barron

**You're the Change Agent - What should you know?
What should you do?** with Jon Bergstrom

**A Systems Approach to Organizational and Personal Stress
Reduction** with Kim Carrell and Scott Lennox

Interconnecting Thinking to Action: de Bono's Six Action Shoes
with Dale Dearth

Enterprise Thinking and Purposeful Action
with Joe Onstott

**Mind Grease - The DNA of Reinventing Schools &
Organizations - Part 1 and Part 2**
with Micah Fierstein

**System Perspectives on
Knowledge Management and Innovation**
with Jeff Kincaid and Kiho Sohn

**Entering the Holodeck: Tools and Culture
for Knowledge-Sharing**
with Rick Ladd and Ann Majchrzak

**Untying the Knot to Creativity Beyond Thought -
An Inward Journey - Part 1 and Part 2**
with Andrew Johnson

Our Post-Conference Workshop Offerings April 16th and 17th

Enterprise Thinking
with Bill Bellows

InThinking With Purposeful Tools and Techniques
with Tim Higgins



Friday, April 13, Hilton Woodland Hills

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 – <i>Joseph Parent</i> , Believe You Belong: Inspiring Fearless Confidence

Saturday, April 14, Hilton Woodland Hills

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 – <i>Ann Majchrzak</i> , The Passion of Collective Wisdom
9:45 - 10:15am	Morning Break
10:15 - 11:30am	First Triple-Track Session Room A – <i>John Pourdehnad</i> , The Devil is Not in the Details Room B – <i>Micah Fierstein</i> , Mindful Learning: When Practice Makes Imperfect Room C – <i>Lyn Wiltse</i> , Exploring Leadership From the Inside Out
11:30 - 1:00 pm	Lunch, including time for Working Together Sessions and Speaker Q&A
1:00 - 2:15 pm	Midday Keynote – <i>Paul Morgan</i> Which Way Ought I to Go From Here?
2:15 - 2:30 pm	Transition Time
2:30 - 3:45 pm	Second Triple-Track Session Room A – <i>Tony Wrice</i> , Up With Hope Room B – <i>Tracy Huston</i> , Generating the Collective Will to Create the Future We Want Room C – <i>Bob Pratt</i> , Transforming Your Neighborhood and Work From the Inside Out
3:45 - 4:00 pm	Transition Time
4:00 - 5:00 pm	In2:InThinking Networking Session with “On Ensemble”
5:00 - 6:00 pm	No Host Happy Hour (pay bar)
6:00 - 7:15 pm	Dinner
7:15 - 7:30 pm	Transition Time
7:30 - 8:30 pm	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 - 9:30 am	Closing Keynote – <i>Sheldon Rovin</i> , Boundary-less Thinking (There are boundaries, but most of them come from you!)
9:30 - 10:00 am	Break
10:00 - 11:15 am	Practitioner’s Panel: Daring to Lead with Passion <i>Panelists:</i> Fellow InThinkers who are Daring to Lead with Passion
11:15 - 12:00 pm	Leading Together



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 Thinking” workshop offered throughout the year at a variety of locations across the U.S. and the U.K..

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 12th, and Friday, April 13th, and on Monday, April 16th, and Tuesday, April 17th, at **United Technologies’ Pratt & Whitney Rocketdyne’s** offices at 6633 Canoga Avenue in Canoga Park. Conference activities will begin on Friday afternoon at 4:00pm and extend through Sunday at 12:00pm – all to be held 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 \$109 per night on April 12th – 14th (\$149 for concierge rooms) plus 14% tax. To make reservations at the group rate, please call 818-595-1000 before April 6 and state that you are attending the “In2:InThinking” event. Another option for reservations is to call 800-HILTONS or go online to www.woodlandhills.hilton.com and use the group code “IN2” to get the lower rate.

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.

About Our Forum Artist

Our Forum Artist this year is Conrad Tiu. Conrad is an assistant principle in the Los Angeles Unified School District and is also a practicing graphic illustrator. You can see examples of his illustrations at <http://www.visualpractitioner.org/directory/ctiu/> and also in the Pegasus ‘Systems Thinking in Action’ archives. He has worked at the Pegasus conference for the past several years. Conrad is also working for his Ph.D., which he hopes to complete in 2007.

Registration

The cost of the Forum is \$350 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 online or by completing the registration form and submitting it with your payment. The registration form is available on our website at www.in2in.org. Payment may be made by check or money order or by using the PayPal service on our website.

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