

# **Break the Mold: Aspire, Inspire, Achieve**



**In2:InThinking Network 2015 Forum**  
**June 10th-14th**  
**Woodbury University, Burbank, California**



# Forum Partners InThinking - 2015

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14th Annual Forum, June 10th-14th, Los Angeles, California, USA

## About Us

The In2:InThinking Network operates as a 501(c)(3) non-profit organization to bring together people who share an interest in using *thinking together* 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 can 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 2015 Forum

Our fourteenth annual Forum, titled “*Break the Mold: Aspire, Inspire, Achieve*,” continues to expand “thinking about thinking”, raising the consciousness of thinking together in individuals and organizations. To that end, we have invited pioneering thinkers who are leaders in “*Breaking the Mold*” on *leadership* to share their insights in a 5-day event that includes a Weekend Conference, preceded by 3 days of Pre-Conference sessions. In addition to pro-bono appearances by our Weekend Conference presenters, we are partnering with additional members of our Network, who are also donating their time, to offer 17 Pre-Conference seminars and workshops. These sessions range in length from 2-hours to 6-hours. In doing so, the In2:InThinking Network Annual Forum aims to promote an environment in which compelling ideas and insights evolve from intense exposure to new thoughts, thinking patterns, and In2:InThinking Network colleagues, all at minimal cost (which includes a daily Pre-Conference [attendance fee](#) of \$10 to help us offset expenses). 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 throughout the year.

## Pre-Conference Sessions, Wednesday, June 10<sup>th</sup> – Friday, June 12<sup>th</sup>

Conference participants may attend any of the 17 seminars and workshops offered before the Weekend Conference portion of our 2015 Forum. They will be held on June 10<sup>th</sup> – 12<sup>th</sup> at [Woodbury University in nearby Burbank](#). Amongst these sessions, 15 are free to attend and two (“N”, \$40 and “O”, \$15) have material fees. Please see our 2015 Forum website for full descriptions of each, as well as to find the overall day-by-day schedule for these sessions.

Wednesday, June 10<sup>th</sup> (half-day, full-day, and evening sessions)

- A – Creating the New Normal in Project Leadership, 3 hours, with Don McAlister
- B – How to Lead; When Driving Fails, 3 hours, with Tim Higgins and Dave Troupe
- C – From My Seat in the Stadium, 3 hours, with Julie Goodfellow and Hugh McAllister
- D – Improve Your Communications, Improve Your Relationships, 3 hours, with Deb Lewis & Doug Adams
- E – How to beat the organization and take the applause, 3 hours, with Terry Leers and John Morgan
- F – The Secret Life of Organizations, 3 hours, with Ariane David

- G - Applications of InThinking, 2 hours, with Felix Delgado
- H - Cause(s) of Confusion: Beyond Root Cause Analysis, 2 hours, with Cade Wilson
- I – Destiny Unfolding...Break the Mold. Create the Future. A story about using story lines., 2 hours, with Thuy & Joe Onstott

Thursday, June 11<sup>th</sup> (half-day and full-day sessions)

- J – InThinking Together, 6 hours, with Bill Bellows
- K – Solving the Mystery of the Soggy Pizza Case Study, 6 hours, with Dale Deardorff
- L – Powerful Teams Require Mutual Learning, 3 hours, with Jon Bergstrom and Steve Byers
- M – The Art of Hosting Meaningful Conversations, 3 hours, with Steve Byers and Lori Sortino

Friday, June 12<sup>th</sup> (half-day and full-day sessions)

- N - What We're Learning About the Brain, 6 hours, with Leslie Peters (\$40)
- O - Self-Organizing the “Change Agent,” 6 hours, with Peter Stonefield(\$15)
- P – Thinking in Community While Framing Your Project – Beyond Playing Nice, 3 hours, with Steve Dightman and Dave Nave
- Q – Continuous Improvement Investment, 3 hours, with Phil Monroe



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## Weekend Conference Activities, Friday, June 12<sup>th</sup> – Sunday, June 14<sup>th</sup> (All to be held at Woodbury University)

### Friday, June 12<sup>th</sup>

- 5:00 - 7:30pm Registration  
5:00 - 6:00pm Happy Hour  
6:00 - 7:30pm Dinner  
7:30 - 8:45pm Opening Keynote – [Kevin Murphy](#)  
*Application and Lessons of Deming's Perspective on Leadership*

### Saturday, June 13<sup>th</sup>

- |                 |  |               |  |
|-----------------|--|---------------|--|
| 7:00 - 8:00am   | Registration and Continental Breakfast   | 2:30 - 3:45pm | Afternoon Parallel-Track Presentations   |
| 8:00 - 8:30am   | Welcome and Opening Remarks  |               | <a href="#">Pauline Arneberg</a>   |
| 8:30 - 9:45am   | Morning Keynote – <a href="#">Pauline Arneberg</a><br><i>Aspiration, Inspiration, and Achievement</i>          |               | <i>Keeping Your Cool While Under and With Fire</i>   |
| 9:45 - 10:15am  | Break  |               | <a href="#">Mike Beck</a>  |
| 10:15 - 11:30am | Morning Parallel-Track Presentations   |               | <i>By What Method?</i>   |
|                 | <a href="#">Kevin Cahill</a>   |               | <a href="#">Stuart Swalwell</a>  |
|                 | <i>Leadership – Shaping the Future</i>   |               | <i>Leading with Variation</i>  |
|                 | <a href="#">Steve Dightman and Dave Nave</a>   |               | <a href="#">Bill Bellows and Friends</a>   |
|                 | <i>Thinking in Community While Framing<br/>Your Project – Beyond Playing Nice</i>                              |               | <i>The Economics of Teamwork: What to think when<br/>addition does not work (An InThinking Primer)</i> |
|                 | <a href="#">H. Eric Schockman</a>  | 3:45 - 4:00pm | Transition Time  |
|                 | <i>Leadership and the Digital-Native<br/>Generation: The Good, Bad, and<br/>the Ugly</i>                       | 4:00 - 5:00pm | In2:InThinking Networking Session with <a href="#">Peter Stonefield</a>                                |
|                 | <a href="#">Bill Bellows and Friends</a>   | 5:00 - 6:00pm | Happy Hour   |
|                 | <i>Organizations as Unusual: Shift From<br/>Big Problems to Great Opportunities<br/>(An InThinking Primer)</i> | 6:00 - 7:15pm | Dinner   |
| 11:30 - 1:00pm  | Lunch<br>Including time for Thinking Together<br>Sessions and Speaker Q&A                                      | 7:15 - 7:30pm | Transition Time  |
| 1:00 - 2:15pm   | Midday Keynote – <a href="#">Jon Bergstrom</a><br><i>Artful Leadership – Breaking the Mold</i>                 | 7:30 - 8:30pm | Evening Collaborative – <a href="#">James Lee Stanley</a>  |
| 2:15 - 2:30pm   | Transition Time  |               |  |
- ### Sunday, June 14<sup>th</sup>
- 7:00 - 8:00am Continental Breakfast  
8:00 - 8:15am Opening Together  
8:15 - 9:30am Closing Keynote – [Vince Barabba](#)  
*A Practical Application of Systems Leadership*  
9:30 - 10:00am Break  
10:00 - 11:30am Forum Café  
11:30 - 12:00pm 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 "thinking together." If you, however, would like to get a "running start" on InThinking and other associated ideas, please inquire with Bill Bellows ([william.bellows@rocket.com](mailto:william.bellows@rocket.com)) about attending an "InThinking Together" seminar offered throughout the year.

## Registration

The cost of attending our Weekend Conference is \$400 per person, with a \$50 discount for registrations confirmed on or before midnight (Pacific Time) on Wednesday, April 29<sup>th</sup>. We also offer a discounted Weekend Conference fee of \$200 for full-time students. This includes all Weekend 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/forums/2015/registration.html](http://www.in2in.org/forums/2015/registration.html). Register here as well for all of the 17 Pre-Conference sessions, all free (except for two material fees), which include complementary continental breakfast and lunch on each day. Please be sure to specify food restrictions or allergies when you register. *Note that beginning this year, we are charging a daily attendance fee of \$10 for the Pre-Conference sessions to help us offset expenses for meals and handouts associated with these events.*

## Where Will We Be?

Our entire 5-day Forum will take place on the campus of [Woodbury University](http://www.woodbury.edu) in Burbank, California, located at 7500 North Glenaoks Boulevard. **Following our Pre-Conference sessions on Wednesday, June 10<sup>th</sup> through Friday, June 12<sup>th</sup>, Weekend Conference activities** will begin on Friday afternoon at 5:00pm, followed by dinner and an after-dinner keynote presentation. Our Weekend Conference continues on Saturday, morning through evening, ending at noon on Sunday. For detailed information about locations, transportation, parking, etc., please visit our 2015 Forum website at [www.in2in.org/forums/2015](http://www.in2in.org/forums/2015).

**Hotel rooms at the Hampton Inn near Woodbury University (7501 North Glenoaks Boulevard) have been reserved (through Monday, May 18<sup>th</sup>)** for Forum attendees at the group rate of \$159 per night for a room with two queen beds or 149\$ per night for a room with one king bed, plus 15.57% tax, and \$7.50 per night for parking. Details on both housing options, including registration directions, can be found online at [www.in2in.org/forums/2015/housing.html](http://www.in2in.org/forums/2015/housing.html).

## Webcast Viewing

For those who cannot join us in Los Angeles this year, we are offering a live web cast of all 10 Weekend Conference presentations. Our web cast price of \$150 includes unlimited online access to the videos of these presentations after the Forum, including the ability to download them to other personal devices. Our pricing is for the private use of these videos and does not include audience viewing. Contact us at [webcast@in2in.org](mailto:webcast@in2in.org) if you have questions about our web casting offer, including options for audience viewing of our webcast.

## Forum Artist

Our Forum Artist this year is Clark Woodford, creator of [Clark's Gallery](http://www.clarksgallery.com) in Los Angeles. He offers this explanation for the selection of the cover photograph he contributed to this year's Forum: (Great Barrier Reef image) *This image, to me, is the epitome of breaking the mold. It does it every minute of every day. The living organisms aspire to grow, they inspire all that see them and the possibilities of what they can achieve are endless. The Great Barrier Reef is the world's largest coral reef system composed of over 2,900 individual reefs and 900 islands stretching for over 1,600 miles over an area of approximately 133,000 square miles. It is the world's biggest single structure made of and built by billions of living organisms.*

## Website

Please visit our website at [www.in2in.org](http://www.in2in.org) to learn more about our annual Forums.