



InThinking Network

The Fourth Annual Forum

April 7-10, 2005 Los Angeles, California, USA

Daring To Lead

INFLUENCING BETTER THINKING FOR A BETTER FUTURE

In the **poetry** of the unknown
resides the dream of the **profound**

In **the dream** of the profound
the infinity of space
is revealed in the
penumbra of the subconscious
waiting to move forward in light

In light are the dreams
that have not yet been dreamed

- Art & Words by Richard Clar

Our Partners

The Boeing Company and UAW/Boeing Employee Involvement Training Organization
Aera Energy LLC . AeroVironment . Art Technologies . Berrett-Koehler Publishers, Inc . Breakthrough Systems . Hilton Woodland Hills
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W. Edwards Deming Institute . Theresa M. Stewart, CPA - An Accountancy Company . Volunteers of America - Los Angeles . Withaq.net
The Robert E. Kennedy Library at California Polytechnic State University - San Luis Obispo

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The In2:Thinking Network

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. 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 2005 Forum

Our Fourth Annual Forum, themed **Daring to Lead – Influencing 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 “Dare to Lead.” In addition, we are partnering with The Boeing Company to offer thirteen pre-conference workshops. Our 2005 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.)*

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.j.bellows@boeing.com) about attending an “Enterprise Thinking” workshop offered throughout the year at a variety of locations across the U.S. and U.K..

Pre-Conference Workshops

Qualified Forum participants may attend any of thirteen workshops offered before the weekend conference portion of our 2005 Forum. Qualified participants are employees of The Boeing Company, Boeing suppliers or customers, 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. The pre-conference workshop offerings follow below:

- **Building the Capacity to Act: Practical Ways to Influence My Organization**, with Jon Bergstrom
- **Coaching From the Inside Out**, with Peg Mack & Glenda Turner
- **Daring to Lead with Profound Knowledge**, with Marcia Daszko & Phil Monroe
- **Merging Cultures**, with Beth Thompson
- **From the System of Profound Knowledge to InThinking and Enterprise Thinking**, with Bill Bellows, Rudy Hernandez & Tim Higgins
- **Catch! a New Definition of Leadership**, with Cyndi Crother
- **Creating a Personal Development Plan to “Dare to Lead”**, with Jon Bergstrom
- **Daring to Implement Better Thinking About Thinking**, with Joe Onstott
- **Introduction to Systems Thinking**, with Steven Byers & Ryan Schoenbeck
- **Thinking Tools for a Changing World**, with Alexis Burkevics, Dale Dearnorff & Beth Thompson
- **Understanding the Human Brain – Its Generative Capacities, Its Functional Limitations, and Sources of Human Error**, with Ed Chaplin
- **Leadership Redefined by the World Famous Pike Place Fish**, with Cyndi Crother
- **Leadership: “It’s not a one minute job”**, with Bill Cooper & John Duddy

Friday, April 8th

- 4:00 - 7:30PM Registration
 4:00 - 6:00PM Reception
 6:00 - 7:30PM Dinner
 7:30 - 8:30PM Reception Keynote: **Ginny Wiley**
Finding the Courage to Lead: There are no Silver Bullets

Conference Activities at Hilton Woodland Hills

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

Saturday, April 9th

- 7:00 - 8:00AM Registration & Continental Breakfast
 8:00 - 8:30AM Welcome and Opening Remarks
 8:30 - 9:45AM Opening Keynote: **Gerald Suarez**
Leading and Learning in the Age of Systems
 9:45 - 10:15AM Morning Break
 10:15 - 11:30AM Triple-Track Session 1:

- 1:00 - 2:15PM Midday Keynote: **Karen Ayas**
Daring to Lead with Authenticity and Finding Meaning at Work

- 2:15 - 2:30PM Transition Time
 2:30 - 3:45PM Triple-Track Session 2:

- 1: **Peter Collis:** Silent Leadership
- 2: **Myron Tribus:** Dare to Lead
- 3: **Mary Jenkins:** Journey to the Center of Your People Systems

- 1: **Peter Stonefield:** Agile Communications™
- 2: **Roy Rubit:** Common Problems of Group Behavior and Decision-Making
- 3: **Ed Chaplin:** Understanding the Human Brain - Its Generative Capacities and its Functional Limitations

- 11:30 - 1:00PM Lunch, including time for Working Together Sessions

- 3:45 - 4:00PM Transition Time
 4:00 - 5:00PM Presenter Q&A Session / In2:InThinking Networking Session

- 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 "On Ensemble"

Sunday, April 10th

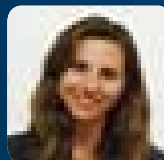
- 7:00 - 8:00AM Continental Breakfast
 8:00 - 8:15AM Opening Together
 8:15 - 9:30AM Morning Keynote: **Rick Stephens**
Daring to Lead with Systems Thinking

- 9:30 - 10:00AM Break

- 10:00 - 11:15AM Panel: *Daring to Lead: Together*
 Panelists: Karen Ayas, Rick Stephens, Gerald Suarez, and Ginny Wiley

- 11:15 - 12:00PM Leading Together

Featured Guests Speakers



Karen Ayas



Ed Chaplin



Peter Collis



Mary Jenkins



Roy Lubit



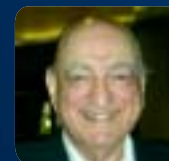
Rick Stephens



Peter Stonefield



Gerald Suarez



Myron Tribus



Ginny Wiley

Please visit www.in2in.org for full speaker bios and information.



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 7th, and Friday, April 8th, 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 12:00pm – 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.

Rooms at the Hilton Woodland Hills have been reserved for Forum attendees at the group rate of \$96 per night (\$136 for concierge rooms) plus 14% tax. To make reservations at the group rate, please call 818-595-1000 (can also make reservations at 800-HILTONS or www.woodlandhills.hilton.com and use the group code "INT" to get the lower rate) before March 22, 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.

Contact

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2005 Forum
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Online: www.in2in.org

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Artwork

Encompassing a NASA-approved Space Shuttle project (1982), SETI, war and peace, water-management on Earth and space-environmental issues (COLLISION II, an Orbital Debris Constellation Sculpture, 2003), the philosophically-oriented work of Art-in-Space pioneer Richard Clar (Director: Art Technologies, Paris/Los Angeles) has appeared in museums, universities and galleries in the U.S., Europe and Japan. Detailed information may be found at: www.arttechnologies.com.

Registration

The cost of the Forum is \$300 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. Payment may be made by check or money order or by using the PayPal service on our website.

