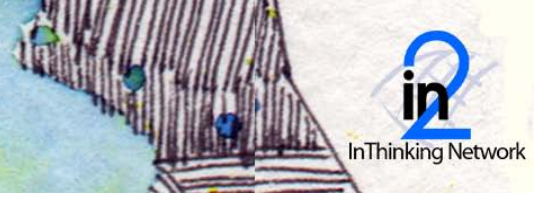


Leading with Better Questions

The 11th Annual In2:InThinking Network Forum
April 19-24 2012 Los Angeles, CA, USA



In2:InThinking Network 2012 Forum

Weekend Conference Speaker Guide

**April 20-22
Hilton Woodland Hills
6360 Canoga Avenue
Woodland Hills, CA**

Note: our speakers are listed on these pages in alphabetical order

Weekend Conference Activities

Friday, April 20th, Hilton Woodland Hills

- 4:00 - 7:30pm Registration
6:00 - 7:30pm *Dinner*
7:30 - 8:30pm Opening Keynote – [Sherry Immediato](#), *Catalyzing Breakthroughs with Great Questions*

Saturday, April 21st, Hilton Woodland Hills

- 7:00 - 8:00am Registration & *Continental Breakfast*
8:00 - 8:30am Welcome and Opening Remarks
8:30 - 9:45am Morning Keynote – [Brigadier General Timothy Trainor](#)
Building a Generation of Leaders Who Embrace Creativity and Innovation
9:45 - 10:15am *Break*
10:15 - 11:30am Morning Parallel-Track Session
Salon A – [Pauline Arneberg](#) - *PRAXIS: What to Take Away*
Salon B – [Fazel Hayati](#) - *A Framework for Asking Questions*
Salon C – [Lucie Newcomb](#) - *Cultivating Global Citizenship Capacities: First Steps Towards a Shared Future*
11:30 - 1:00pm *Lunch*, Including time for Thinking Together Sessions and Speaker Q&A
1:00 - 2:15pm Midday Keynote – [Barnet Bain](#) - *Ultra-Creativity*
2:15 - 2:30pm *Transition Time*
2:30 - 3:45pm Afternoon Parallel-Track Session
Salon A – [Graham Rawlinson](#) - *Exercising Judgement; The Ying and Yang balance of reason and intuition, explored with neuroscience and psychology*
Salon B – [Beth Thompson](#) - *Considering the System: Exploring Oshry's Whole System Framework*
Salon C - [Ilene Val-Essen](#) - *Family Life Can Be So Much Easier and More Rewarding*
3:45 - 4:00pm *Transition Time*
4:00 - 5:00pm [Networking Session](#) - with Kris Bergstrom
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

Sunday, April 22nd, Hilton Woodland Hills

- 7:00 - 8:00am *Continental Breakfast*
8:00 - 8:15am Opening Together
8:15 - 9:30am Closing Keynote – [Debra Lewis](#) and [Doug Adams](#)
Duty, Honor, America Tour: What REALLY Helps?
9:30 - 10:00am *Break*
10:00 - 11:30am Forum Cafe
11:30 - 12:00pm Leading Together

PRAXIS: What to Take Away? **Presented by Pauline Arneberg**



Abstract: This session grows out of my first experience of an In2:InThinking Network Forum last year. I experienced it as a feast for the mind; and, at many moments found myself in “overwhelm”. My considerations of this experience have led me to several themes: The art of reflection, Applying recent research on the brain, Eastern and Western approaches to “attention”; and The nature of learning. This session is designed primarily for those new to the In2:InThinking Network Forum experience; however, veterans will find some ways to enhance the conference experience, too. The **FIRST INSTALLMENT ON THE ART OF REFLECTION** will be in March 2012, via Pratt & Whitney Rocketdyne's Ongoing Discussion conference call, when "How to make the most out of this Forum" will be the topic of conversation.

Biography: Pauline Arneberg has practiced organization development for the past 30 years; she currently teaches at the USC School of Policy, Planning and Development as well as the CSUN MPA. She has a broad international background; she has worked in Bahrain, Jordan, Pakistan, India, Indonesia, Malaysia, Singapore, Philippines, Botswana, Sierra Leone, Cameroon, Kenya and Thailand. She brings a broad cultural perspective to the dilemmas faced when we are in a learning mode, which, ideally, would be most of the time.

Ultra-Creativity **Presented by Barnet Bain**



Abstract: There are patterns that we don't seem to have dominion over – emotional patterns, thought patterns and behavior patterns that get triggered and we don't seem to have any choice, “we go on a ride”. This is often represented by stories that we tell about ourselves and the world around us. We keep rehashing the same stories – perhaps they weren't even our stories, they are scripts that we inherited about who we are, how the world works, who's to blame, who the good guys are, what we can expect from life, etc... To become fully engaged in life we must have a certain creative capacity – we must be able to navigate the dynamic complexity of life.

Biography: Barnet Bain is an award-winning Hollywood producer and director and a sought after consultant and business coach. As a leader in the field of personal and transformational development, Barnet has inspired millions of people around the world. Among his films are 'life after death' Oscar winner [What Dreams May Come](#), [The Celestine Prophecy](#), [Jesus](#), and triple Emmy Award nominee, [Homeless to Harvard](#). His upcoming productions include Richard Bach's Illusions and Milton's Secret by Eckhart Tolle and Robert Friedman. Barnet's column, *The Tao of Hollywood* appears regularly on [Findbliss.com](#).

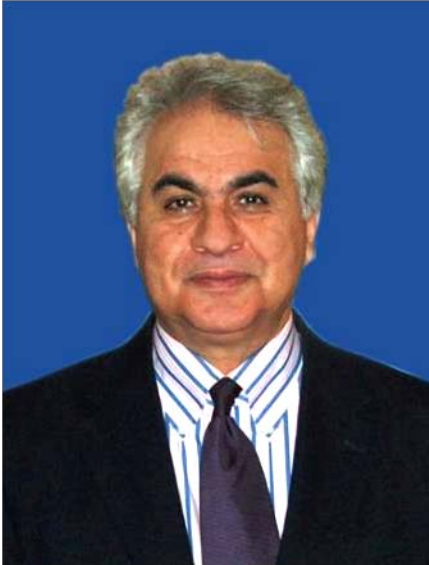
Networking Session **Presented by Kris Bergstrom**



Abstract: Beginning with our [third Forum in 2004](#), we've dedicated formal time on Saturday afternoon to allow attendees to think and learn together in an exercise led by a past Forum presenter, on a topic of his or her choice. This year, we have invited Kris Bergstrom, who has appeared at our Forum on three occasions with his taiko group, On Ensemble, and is returning in 2012. Kris will resume this Networking Session where he left off in 2007. Be prepared to make noise and, perhaps, music as well.

Biography: Kris Bergstrom is a leading North American taiko player. He is a member of Los Angeles-based taiko quartet On Ensemble and of North American taiko group TAIKOPROJECT. In addition to taiko, Bergstrom plays the shamisen, koto, and turntable as a member of On Ensemble.

A Framework for Asking Questions **Presented by Fazel Hayati**



Abstract: The purpose of this presentation is to examine the framework for developing a system of questions that leads the organization into the future. The framework is based on sound competencies of systems thinking, understanding variation and collaborative relationships. This work distinguishes between “Who” and “What” vs. “How” and “Why” question types. The former focuses on individuals and activities to assign blame while the latter examines the assumptions, purpose and methodology to understand systems and interdependencies. This presentation taps into pivotal work by Ackoff, Deming, Scholtes and Shewhart.

Biography: Fazel Hayati is professor of operations management, quality and productivity at Edgewood College, Madison, Wisconsin. He has been a practitioner and proponent of Dr. Deming’s management philosophy since 1985 when he was first introduced to the foundations. Prior to full time teaching he worked in the industry for several years. He has also been a consultant in quality and productivity. He earned his B.S. and MBA from Louisiana State University (Shreveport) and PhD in Industrial Systems and Engineering from Auburn University.

Catalyzing Breakthroughs with Great Questions **Presented by Sherry Immediato**



Abstract: How do you design great questions - those that produce new thinking and step changes in performance? In recent years, philosophers, researchers, and practitioners have made great contributions in guiding us in how to frame questions that matter. Some questions do tend to take on a life of their own, but questions that challenge our assumptions, our traditions, our expertise require more. They need to be imbedded in a process if they are going to make any difference in our teams, organizations and communities.

Biography: Claire Sherry Immediato's focus is to increase performance, health and well-being in complex systems by nurturing system intelligence and wisdom. She created [Heaven & Earth Incorporated](#) as a home for this work. She is one of the founding practitioners in the field of organizational learning and most recently served as the president and managing director of SoL, the [Society for Organizational Learning](#), a global community of practice, from 2001 – 2010. Sherry currently serves as the Chief Learning Officer of the ReThink Health initiative of the Fannie E. Rippel Foundation. ReThink Health is focusing on improving population health, improving care, and reducing health care costs at the regional level through a series of action research projects. She lives in the Boston area. Sherry has Masters degrees in Business Administration and Public Policy from Harvard University.



Duty, Honor, America Tour: What REALLY Helps? **Presented by Debra Lewis and Doug Adams**



Abstract: Have you ever decided to do something so different, people thought you were crazy? Yet the path you selected just felt like the right thing to do? What it took to embark on and sustain progress along this unusual path may just reshape the way you look at what REALLY helps, especially the questions you ask yourself and others that can make a difference for your family, your community, and your future.

Biography: Even though they were classmates at West Point (in the first class with women since 1802), Deb Lewis and Doug Adams first met 17 years after graduation at the Pentagon in 1997. Their relationship evolved from co-workers to friends to husband and wife. With over 60 years of combined military service, they separately held numerous leadership and followership positions in their careers, facing and overcoming many personal challenges to be who they are today. As Deb and Doug's relationship deepened, they discovered their complementary, yet different approaches to life and learning. These past 14 years together made it possible for Deb and Doug to take on impressive challenges, such as Deb's three Engineer District military commands in the U.S. and in Iraq, and Doug's championing Veterans issues and supporting neighbors during natural disasters. Both also continued their education, with Deb earning a Master of Science in National Resource Strategy and Doug receiving a Juris Doctor. Most recently, they created a non-profit to help them prepare for and complete the Duty, Honor, America Tour, during which Doug cycled over 18,000 miles through 50 states in one year for veterans, military and families with Deb as his one-person support team or CEO (Chief Everything Officer, except cycling) and their dog Daisy as security. Together, Deb and Doug have three children, who remind them what's really important. Always continuously learning, growing, and taking risks along the way, they've joined forces with many talented and like-minded allies to make a positive difference for others.

Cultivating Global Citizenship Capacities: First Steps Towards a Shared Future **Presented by Lucie Newcomb**

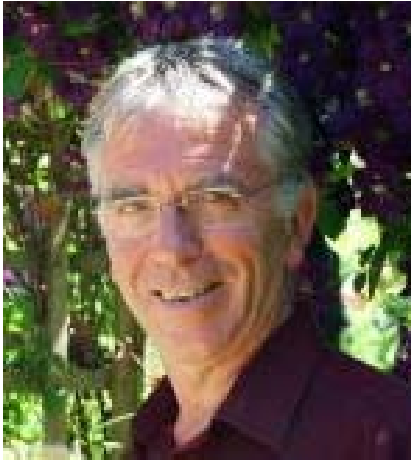


Abstract: It's no secret: the world/universe is getting smaller every day. How can we, as part of this "system", contribute in meaningful and generative ways? What Is Global Citizenship? How, if at all, does it differ from Global Leadership? How is it cultivated? And, why should we care? We will explore options and opportunities for collaboratively devising a working definition based on three models: Leadership for the Common Good practices; Hall-Tonna Values Map deployment; and the Adaptive Leadership framework exploration. We will break into small groups to address one central question per group; reconvene as a group to synthesize; discuss vis a vis these models; and explore potential next steps towards building Global Citizenship capacities within ourselves and others.

Biography: Lucie Newcomb is the founder and President of The NewComm Global Group, Inc., which has been co-developing opportunities for market leaders, like Cisco, IBM, Johnson & Johnson's LifeScan, and innovative former start-ups, such as Quote.com, for more than 15 years. She built a worldwide channel for IT market research and business intelligence leader, Frost & Sullivan, doubling Sales within 6 months. Proficient across the marketing mix, she specializes in research-based positioning and messaging, branding, new markets development, PR/communications and strategic pricing systems with an emphasis on both short-term results and long-term growth. She also helps companies optimize rapid growth through effective change management programs, processes and systems. Lucie is a graduate of the University of California at Berkeley and holds a Master's degree in Leadership Studies from Saint Mary's College. A former resident of both the United Kingdom and South Africa, she is fluent in French.

Exercising Judgment; The Ying and Yang balance of reason and intuition, explored with neuroscience and psychology

Presented by Graham Rawlinson



Abstract: In a world obsessed by more of everything, the idea of leadership and management needing fine balance gets lost. The latest research into thinking and decision making shows how we need reason and intuition in balance with each other, and to cross check on each other and themselves. Exercising Judgement is the process of balancing reason and intuition taking into account the context, what is known and unknown, what is at risk and what can be of benefit, what is for now, for later or for the long haul. How to survive with such faulty equipment is explored.

Biography: The Father of two grown up sons with professional careers, Graham Rawlinson thinks the thread through all his various work situations has been that of a Bayesian Scientist, the weave of evidence and theory, the 'phase space' as Stewart and Cohen put it in Figments of Reality. He is driven by the belief that the best learning is that which we manage ourselves, that learning and creativity are twins. A lover of diversity, he's worked in many countries, from Aboriginal Communities in the Northern Territory of Australia to the tranquil plains of Denmark. He has been a barman, park keeper, boatman, trainee accountant, trainee actuary, delivery driver, postman, gardener and Academic Director. Professional - Chartered Psychologist, Chartered Scientist, Fellow of the RSA, a lifetime career of problem solving, as an educational psychologist, as Director of Enterprise at the University of Surrey, as a Consultant with Synectics Europe, as a Consultant and Trainer with Invention Machine Corporation, as author of 4 books, How to Invent (Almost) Anything (co-authored with David Straker), The No Recipe Cookbook, Sam the Problem Solver, Judgement Day, and How to Advise the President; 21st Century Decision Making.

Considering the System: Exploring Oshry's Whole System Framework

Presented by Beth Thompson



Abstract: The experimentally-created environments of Barry Oshry's Organization Workshop and week-long Power Lab have been conducted a multitude of times over a forty plus year horizon. Based upon observation, Oshry has identified patterns of relationship and process in human systems and has summarized them as the Whole System Framework (WSF). In this workshop, participants will be familiarized with this framework as a solid foundation upon which systems scientists can build. Time will be spent in small groups exploring how each of us can build more conscious and effective strategies for living out our personal and organizational lives in family, work group, community, organization and nation.

Biography: Since 2006, Beth Thompson has worked in Human Resources at the Boeing Company in Puget Sound, supporting Commercial Airplane employees in business units from Renton to Everett, Washington. She presently works as a Learning, Training and Development Business Partner supporting Manufacturing and Quality learning solutions. During the more than twenty years Beth's passion has long been about facilitating Barry Oshry's Organizational and Merging Cultures Workshops in order to enable all people, whatever they bring, to contribute fully to the overall goals of the company. Beth and her husband Paul live on beautiful Whidbey Island in Puget Sound.

Building a Generation of Leaders Who Embrace Creativity and Innovation

Presented by Brigadier General Timothy Trainor



Abstract: Many in the public presume that the military is a stifling hierarchy that values conformist attitudes and limited vision. The experience of the last ten years has shown that creative thinking and decision making at the lowest levels is both critical to mission success and valued by leaders. This creative thinking has driven innovation in both technology and tactics that has enabled success by organizations in a very dynamic and complex world. This happened out of necessity for engaging a thinking and adaptive foe in Iraq and Afghanistan, but also because of how we are educating and developing junior military leaders to think. The nation's service academies, including West Point, develop future military leaders using the framework of a liberal arts education focused on creating critical thinkers who are creative problem solvers.

Biography: Brigadier General Timothy E. Trainor, is the Dean at the United States Military Academy (USMA) at West Point. Tim graduated with a Bachelor of Science from USMA in 1983 and entered the Engineer Branch of the US Army. Tim has an MBA from the Fuqua School of Business at Duke and a Ph.D. in Industrial Engineering from North Carolina State University. As an analyst, Tim helped develop the Installation Status Report that provides the Army a standardized means to assess infrastructure and environmental conditions on installations to support resource allocation decisions. Tim deployed to Basrah, Iraq in the summer of 2007 and worked with the UK-led Provincial Reconstruction Team in helping the provincial Iraqi leaders improve their infrastructure revitalization plans. Tim's previous position was as Professor and Head of the Department of Systems Engineering. He is married to COL Donna Brazil (USMA Class of 1983) who is an Academy Professor in the Department of Behavioral Sciences at USMA. They have a daughter Cory, and two sons, Danny and Zach.

Family Life Can Be So Much Easier and More Rewarding

Presented by Ilene Val-Essen



Abstract: What we believe (and think) powerfully affects how we experience our lives and our relationships with our children. In this session, we'll explore and evaluate several belief systems and identify what attitudes are likely to bring out the best in our children -- and help us discover the best within ourselves. These ideas can be readily applied to the work environment as well.

Biography: Ilene Val-Essen, Ph.D., is a leader in the field of parent education. Her landmark book, [Bring Out the Best in Your Child and Your Self: Creating a Family Based on Mutual Respect](#), offers parents tools to help their children and teens become the cooperative, independent and responsible young people they truly want to be. Ilene developed the Quality Parenting programs, which have been taught in the US and abroad and translated into Spanish, Swedish and Dutch. She's been in private practice as a licensed Marriage and Family Therapist in CA for more than thirty years.