

# Working Together, Learning Together, Thinking Together

When is  $1+1 >$  or  $< 2$  ?

What is a Red Pen Company ?

What is a Blue Pen Company ?

“Never doubt that a small group of thoughtful  
committed people can change the world;  
indeed it is the only thing that ever has”  
(Margaret Mead)

What is investment thinking ?

**Bill Bellows**, of Boeing - Rocketdyne Propulsion & Power,  
will lead an **Enterprise Thinking** seminar at  
**The Management Institute.**

One-day class offered:

**November 17, 2003**

or

**November 18, 2003**

**Tuition: \$395**

Classes will be held on the beautiful campus of the  
**University of Richmond.**

Attendance will be limited to 25 per class.

Food and refreshments will be provided.

Come and join in on this journey to better thinking.

Contact Kaye Vaughan at (804) 289-8019 or [kvaughan@richmond.edu](mailto:kvaughan@richmond.edu)  
to reserve a seat.



## "Enterprise Thinking"

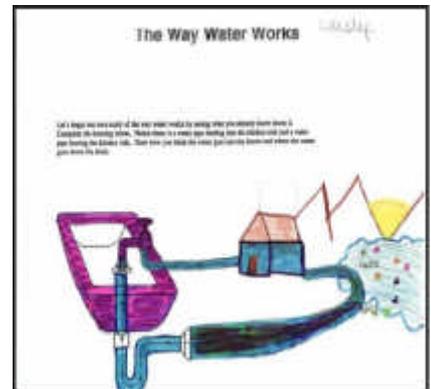
### *Integrating Thinking and Action for the New Economy, Seminar Leader: Bill Bellows*



Bill Bellows is an Associate Technical Fellow as well as the Process Leader of the Enterprise Thinking Network at Boeing's Rocketdyne Propulsion & Power business unit in Los Angeles. He provides consulting, facilitation, and instruction in the implementation of *better thinking* and its application to continuous investment and resource management. Bill has also taught at Northwestern University's Kellogg School of Management. He earned his B.S., M.S., and Ph.D. in engineering from Rensselaer Polytechnic Institute.

**OBJECTIVE:** The objective of this 7-hour seminar is to explore the potential of "**better thinking**", directed toward continuous investments in our products, processes, and services. These ideas will be explored through an integration of the management and thinking philosophies of Dr. W. Edwards Deming, Dr. Genichi Taguchi, and Dr. Edward de Bono, among other thinking pioneers. Among the topics of discussion will be the practice of working together, learning together, and thinking together, as related to Deming's concept of a "system of profound knowledge". A deeper understanding of the potential of "better thinking" will provide direction for "continuous investment thinking", as it applies on both a personal and professional level. The seminar will introduce you to these ideas through a series of questions that are specially selected to create awareness of a new approach to working together.

**Who is the content suitable for?** Anyone who is concerned about improving the effectiveness of individuals and organizations will gain from this workshop and leave with a new and deeper knowledge of the organizational environment, and connect to a growing network of participants throughout the globe. Past participants include individual contributors, teams, senior managers, engineers, designers, university students, human resource professionals, office administrators, purchasing agents, accountants, health care professionals, civic leaders, and professors.



**Why should people attend this workshop?** To elevate the consciousness of individual and collective thinking about sub-systems, variation, knowledge, numbers, interactions and thinking patterns, all of which are fundamental to business competitiveness.

**What are the benefits for people attending?** To be able to better identify, characterize, and interpret the vision of seamless organizations, wherein working together follows from the ability to better learn together and think together.