

Embracing Interdependence:

Effective and Responsible Action in Our Organizations and the World

REGISTER NOW
FOR LOWEST RATES!

November 14–16, 2005

Hyatt Regency San Francisco • San Francisco, California

Special for Teams! *Maximize Your Conference Value!*

We are pleased to offer once again a special program (at no additional charge) to intact teams attending the conference. This unique learning opportunity builds on the conference content and experience, enabling your team to start applying new ideas even before you get back to the office.

- Beginning with an orientation session, teams are paired with coaches, who are senior business leaders and consultants, to establish your team's conference learning plan and post-conference goals.
- Then, throughout the event, you will reconvene as a group to check your progress, re-evaluate your learning plan, and share your learnings.
- Finally, at the end of the conference, you meet together and design a practical take-home plan for implementing your new skills and identifying next steps.

Teams who have participated in the past have raved about the opportunity to take the conceptual underpinnings of the conference and put them into practice immediately. **Significant team discounts are available for groups of 4 or more.** Call Carrie Ruchin at 1-781-398-9700, or email carrier@pegasuscom.com for details!

Organizations Represented in 2004

Advanta Bank Corp.
Agilent Technologies
Alberta Energy & Utilities Board
Amherst Public Schools
Baker Hughes Drilling Fluids
Barr Foundation
Basell North America Inc.
Boeing Corp./Antioch OSR
Boston College
Bristol-Myers Squibb
British Columbia Open University
Burroughs & Chapin Co.
Carrollton Police Department
Caterpillar, Inc.
Children's Hospital of Eastern Ontario
City of Commerce City

Colonial Pipeline Co.
Denver Public Schools
Dudley Street Neighborhood Initiative
Florida Education Association
Ford Motor Company
Gerber Memorial Health Services
GlaxoSmithKline
Greystone Foundation
Hampton City Schools
Harvard Pilgrim Health Care
Hawaii Department of Agriculture
Health Canada
Hewlett-Packard

IDEXX Laboratories, Inc.
Intel Corporation
J. F. Kennedy School of Government
Lockheed Martin Corp.
Maricopa Community Colleges
Ministry of Education, Singapore
MIT Sloan School of Management
Newham University Hospital Trust
Ontario Nurses' Association
Orange County Public Schools
Phillip Morris USA
Pizzagalli Construction Co.
Planned Parenthood Federation of America
Regis University

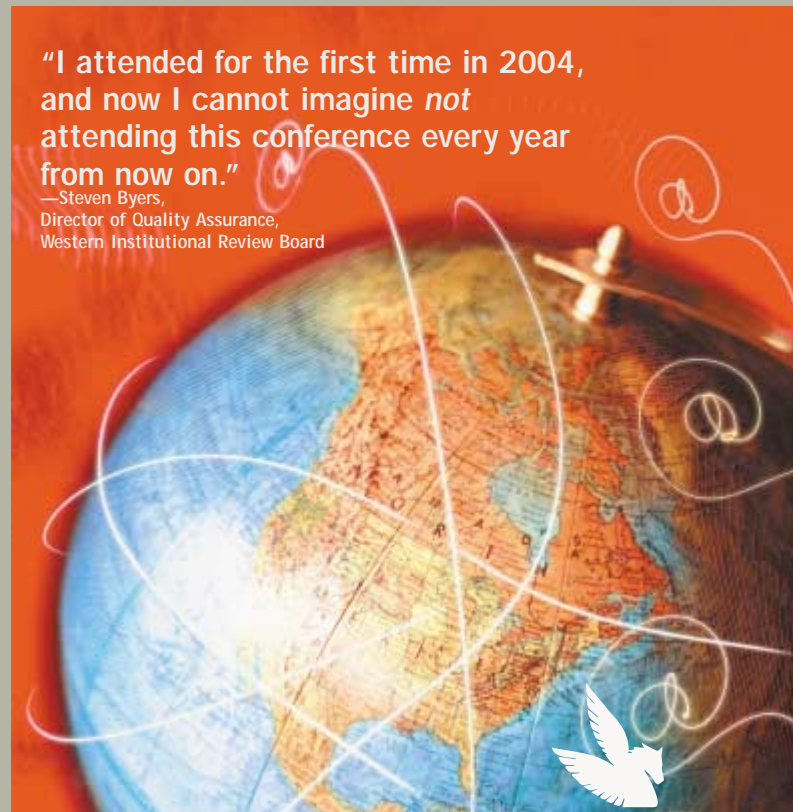
Ridgeview Medical Center
Sandia National Laboratories
Schering-Plough
Shell Learning
The Boeing Company
Tufts University
U.S. Navy
U.S. Postal Service
United Way of the Greater Seacoast
Unocal Indonesia Co
Virginia Tech, College of Engineering
W. K. Kellogg Foundation
Wachovia Corporation
Washington Department of Revenue

WHO BENEFITS FROM ATTENDING?

- Line Managers, Leaders, and Executives
- OD Professionals
- Executive Directors
- Consultants
- Change Agents
- Chief Learning Officers
- Cross-Functional and/or Intact Teams
- Directors of Strategic Planning
- Educators
- Corporate Trainers
- Healthcare Professionals
- Nonprofit Staff Members

"I attended for the first time in 2004, and now I cannot imagine *not* attending this conference every year from now on."

—Steven Byers,
Director of Quality Assurance,
Western Institutional Review Board



Featured Presenters



Marv Adams As senior vice president, Ford Motor Company, and chief information officer, Marv is leading Ford's effort to develop the capability to rapidly sense and respond to marketplace changes.



Mary Catherine Bateson A writer, educator, and cultural anthropologist, Mary Catherine is engaged in exploring changing patterns of communication among the generations and the implications for how we build the future together.



Juanita Brown A co-creator of the World Café, a process for creating living networks of conversation around questions that matter, Juanita seeks ways to transcend "us vs. them" thinking.



Jeff Clanton As director of partnership development for the Society for Organizational Learning, Jeff has practical knowledge of how organizations can weave learning into their strategy and day-to-day work.



Daniel H. Kim A renowned thinker, author, and speaker in the fields of systems thinking and organizational learning, Daniel is committed to helping problem-solving (reactive) organizations transform into problem-dissolving (generative) organizations.



Ann McGee-Cooper Ann, the founding partner of Ann McGee-Cooper & Associates, has partnered with clients such as Southwest Airlines and TDIndustries to research and apply servant leadership in the workplace.



Peter Senge (in a special video appearance) The author of the widely acclaimed book, *The Fifth Discipline*, and founding chair of the Society for Organizational Learning, Peter has played a pivotal role in shaping the organizational learning field.



Mac Tristan As the assistant chief of police for the Carrollton, Texas, Police Department, Mac has been instrumental in revitalizing a troubled organization while building leadership capability from within the ranks.



Jon Vogen Formerly with Intel, Jon is a consultant in the areas of organization development, communication, and learning, with a special emphasis on applied learning.

Interdependence binds us together in a single destiny, yet we aren't always aware of the web of connections that shapes our world. As we gain understanding of the systems we are a part of, we become both more effective in responding to challenges and more accountable to others for the current and future results of our choices.

Other presenters and sessions to be announced.

For more information about the content of these sessions, visit the Pegasus web site at www.pegasus.com.

"I love this conference. It's the only event that feeds my soul while giving me business inspiration. Thank you!"

—Susan Seaburg, Director, Global Sales Skills, Hewlett-Packard

Pre-Conference Sessions

Sunday, November 13, 9:00 a.m.–5:00 p.m.

Customize and deepen your learning by including pre-conference workshops in your conference schedule.

Preparing to Learn: Launching the After Action Review Cycle

Marilyn Darling and Mark Pires, *Signet Consulting Group* Learn about the After Action Review Cycle as practiced in the U.S. Army, and take away tools for raising the level of learning in your own organization. **\$895**

Leading Strategic Conversations: A Key Business Imperative

David Isaacs, *Clearing Communications* Learn and practice World Café design principles for leading strategic conversations, and plan how you will introduce these practices in your professional setting. **\$895**

Human Dynamics: Understanding People As Whole Systems

Sandra Seagal and David Horne, *Human Dynamics International*

Learn about the inherent distinctions in people's communication processes, and examine the implications for successful team functioning in your organization. **\$895**

Leading Systemic Change: The Art of Being, Thinking, and Acting Systemically

David Peter Stroh, *Bridgeway Partners*; Michael Goodman, *Innovation Associates* Organizational Learning Learn a process for engaging diverse stakeholders while experiencing the importance of leading with curiosity, clarity, compassion, commitment, and courage. **\$895**

For more information about the content of these courses, visit the Pegasus web site at www.pegasus.com.

Author's Night



Join author, teacher, and radical thinker **Margaret Wheatley** in a talk and conversation about her most recent book, *Finding Our Way: Leadership for an Uncertain Time* (Berrett-Koehler, 2005). In this work, she richly articulates how the insights of modern science—as well as those from primal wisdom traditions, indigenous tribes, spiritual thought, and poets old and new—can usher in a new era of human and planetary health. The event will be held on Tuesday night of the conference, November 15, and is open to the public.

"Each time I come to the Pegasus Conference, my personal learning edges are stretched."

—Christopher Abbey, process analyst, Boeing Corp/OSR Northwest

Concurrent Sessions

A broad range of concurrent sessions provide you with the opportunity to customize the conference experience to meet your needs and interests—whether you work in the business, education, healthcare, or nonprofit sector.

- Case studies give you a look at how an organization is using systemic tools to take more effective and responsible action, and offer insight into how you might apply those skills in your own setting.

■ CASE STUDIES

- **Can You Build It and Still Speak to Each Other?**
Tracy Robinson, *Seattle Center Foundation*
- **Creating the Future Together at Bassett Healthcare**
Sara Albright, *Bassett Healthcare*; Carolyn J.C. Thompson, *Joyworks*
- **Ford Motor Company's Educational Experience in Systems Thinking**
Shelia Covert-Weiss and Jeremy Seligman, *Ford Motor Company*
- **From "Us Vs. Them" to Best in Class at Shell and CSC**
Shayne Hughes, *Learning as Leadership*; John Vann and Chris Russell, *Shell Oil*
- **Gaining Traction on Complex Issues: Systems Thinking in Developing Countries**
David Peter Stroh, *Bridgeway Partners*; Jim Ritchie-Dunham, *Institute for Strategic Clarity*
- **"Getting Better Together" to Leave No Child Behind in the Pekin 108, Illinois, School District**
Lynda Irvin, *Illinois Technology & Leadership for Change*; Don White, *Pekin 108 School District, Pekin, Illinois*
- **Harnessing Knowledge Through Communities of Practice at Saudi Aramco**
Michael Goodman, *Innovation Associates Organizational Learning*; Fred Vail, *Saudi Aramco*
- **Igniting the Spirit of Interdependence at Philips Electronics**
Evan Root, *Kindling Point*; Gerard Harkin, *Philips Lighting B.V.*
- **Lessons in Organizational Learning from the W.K. Kellogg Foundation**
Kathleen Zurcher and Kara Werner, *W.K. Kellogg Foundation*
- **Moving from "Good to Great" in the Deer Park Independent School District**
Nancy Oelklaus, *Entrepreneurial Systems*; Arnold Adair, *Deer Park Independent School District, Deer Park, Texas*
- **Realigning with Society: A Tobacco Company's Long Journey Forward**
Howard Willard and Jennifer Hunter, *Philip Morris USA*; Stacey Smith, *Business for Social Responsibility*; Juanita Brown, *Whole Systems Associates*
- **Shared Accountability: The Johnson and Johnson Global Executive Development Program**
Rick Sedlatschek, *Johnson and Johnson*; Greg Zlevor, *Westwood International*
- **Systems Thinking for the Public Good: The CDC's Diabetes Modeling Effort**
Drew Jones, *Sustainability Institute*

- Skill-building workshops offer practical, hands-on tools for leveraging the interdependencies in your organizations and beyond through disciplines such as systems thinking, leadership, communities of learning, and conversational practices.

■ SKILL-BUILDING WORKSHOPS

- **Authentic Communication: Changing the World, One Conversation at a Time**
Michele Gravelle, *Triad Consulting*
- **Designing for Team Interdependence**
Jack Regan, *Metis Consulting Group Inc.*
- **Embracing Diversity: Courageous Conversations for Cultural Proficiency**
Richard S. Martinez, *The Artful Alliance*; Delores Lindsey, *California State University, San Marcos*; Randall B. Lindsey, *The Robins Group*
- **Going Deeper with the Systems Archetypes**
Michael Goodman, *Innovation Associates Organizational Learning*
- **Groups of Purpose: Revolutionary Communities for Addressing Complex Problems**
Mary Ann Allison, *The Allison Group*
- **Introduction to Systems Thinking I and II**
Ginny Wiley, *Pegasus Communications, Inc.*
- **Living in the Question: A Path Toward Personal Mastery**
Sarita Chawla, *Demeter Matrix Alliance*; Ken Murphy, *MetaLens*
- **"Once Upon a Time": Using Storytelling to Spark Strategic Action**
Charles Alday, *Alday Consulting Services, Inc.*; Michelle Boos-Stone, *Gecko Graphics*; Craig Watson, *Colonial Pipeline Co.*
- **Professional Learning Communities: Raising Student Achievement Through Collective Inquiry**
Les Adelson, *Moreland School District, San Jose, California*; Ellen Dougherty, *Marengo Elementary School, South Pasadena, California*

For more information about the content of these courses, visit the Pegasus web site at www.pegasus.com.

"I always have such appreciation for Pegasus's craftsmanship in putting together this event. You can create this space only when you're trying to live in a certain way on an ongoing basis. A real hallmark is that people who are here for the first time feel very much welcomed and included just as if they had been here for half a dozen previous times. And I think that's really special."

—Peter Senge

Enhancing the Conference Experience

Getting the most out of this conference involves not just the number of sessions you attend, but your own intentions to be fully involved with other participants and the overall conference environment. We've also called upon the talents of several people to set the stage for learning, including:



Linda Booth Sweeney provides the weaving and thematic integration throughout the program, framing and contextualizing the sessions to enable deeper learning and understanding. A researcher and systems educator, Linda has a doctorate from Harvard's Graduate School of Education, and is the coauthor of *The Systems Thinking Playbook* and the author of *When a Butterfly Sneezes*.



Michelle Boos-Stone, founder/principal of Gecko Graphics, captures the plenary sessions through mind-mapping graphics, conveying the emotional and intellectual essence of the presentations with captivating drawings.





Pegasus Conference Registration Form

Name (first and last) _____

First Name (for name tag—what do you want people to call you?) _____

Title/Position _____

Organization _____

Address _____

City _____

State or Province _____ Zip or Postal Code _____

Country _____ E-mail _____

Phone _____ Fax _____

Method of Payment

Payment must accompany registration form to enable processing.

Check Enclosed Visa MasterCard American Express

Card Number _____ Exp. Date _____

Signature _____

Special Early Discount Registration Offers

- Register by July 1 (SAVE \$500!) \$1095
- Register from July 2 to August 8 \$1195
- Register from August 9 to September 26 \$1295
- Register from September 27 to October 31 \$1395
- Register after October 31 \$1595

Pre-Conference Sessions

- Preparing to Learn: Launching the After Action Review Cycle \$895
- Leading Strategic Conversations: A Key Business Imperative \$895
- Human Dynamics: Understanding People As Whole Systems \$895
- Leading Systemic Change: The Art of Being, Thinking, and Acting Systemically \$895

SPECIAL OFFER for registrants:

- One-year subscription or renewal to *The Systems Thinker!* \$ 89

TOTAL PAYMENT \$ _____

By submitting this application to attend this conference, I agree to the terms and conditions set forth below.

PRACTICAL MATTERS: Hotel Accommodations—The conference will be held at the Hyatt Regency San Francisco, 5 Embarcadero Center, San Francisco, California 94111. For reservations, please contact the hotel directly by calling 1-415-788-1234. Special room rates are available to attendees as long as space exists in the room block and reservations are made prior to October 20, 2005. Please identify yourself as a *Pegasus Conference* attendee. Visit the web site at <http://sanfranciscoregency.hyatt.com/property/index.jhtml>.

Cancellations and Substitutions—All cancellations must be received in writing. The amount paid less a \$150 processing fee will be refunded for cancellations postmarked or faxed by Friday, October 7, 2005. For the period between October 8 and October 31, there will be a 50% refund. Cancellations after October 31, 2005 are not eligible for a refund, but a substitute may be sent. Please fax any changes to Pegasus at 1-781-894-7175 or e-mail to stapresent@pegasus.com. These terms apply to pre-conference sessions as well.

“Wonderful people at the conference, accessible presenters —everyone is an active learner with the spirit of sharing.”

—Alice Warner,
Program Director,
W.K. Kellogg Foundation

Register on the web at www.pegasus.com/stapage.html, or **FAX** this form with your credit-card number to 1-781-894-7175, or **CALL** 1-781-398-9700, or **MAIL** this form with check payable to: Pegasus Communications, Inc., One Moody Street, Waltham, MA 02453.

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THE 15TH ANNUAL
PEGASUS CONFERENCE

November
14–16, 2005

Hyatt Regency San Francisco
San Francisco, California