

# The Business Case for Attending



PACIFIC NORTHWEST  
ORGANIZATIONAL  
DEVELOPMENT NETWORK

With the Organizational Systems Renewal Program at Seattle University  
And the LIOS Graduate College of Saybrook University

## From Surviving to Thriving PUGET SOUND 20/20: Creating Sustainable, Resilient Businesses, Organizations, and Communities for Our Future

*This event is to explore how, we as Puget Sound citizen leaders, collaboratively build organizations and communities that thrive in an environment of constant change and turbulence.*

The Pacific NW OD Network is bringing together people interested in creating a vision of the Puget Sound community that leads the region toward sustainability and prosperity. **We recognize that the fundamental stepping stones are healthy businesses, which are the basis of the regional economy that lead to healthy communities.**

**The Event:** 2 1/2 day Future Search Event  
Led by Marvin Wiesbord and Sandra Janoff

**Location:** Seattle, the Mountaineers Event Center at Sandpoint near the University of Washington

**Dates:** Reception/Kick-off on Thursday, April 22, 5pm-7:30pm  
Interactive session on Friday, April 23, 8:30am-5pm  
Interactive session on Saturday, April 24, 8:30am-5pm

**Cost:** \$750/\$550 (for-profit/nonprofit) per person by March 26. Includes reception beverages and hors d'oeuvres, continental breakfast, snacks, beverages, and lunches

### What to Expect

Coming out of the Great Recession we are faced with unique challenges and lack a clear road map to the future. Within this backdrop, we are hosting a 2 ½ day Future Search focused on the future of Puget Sound. Future Search is a large-scale planning event that is a proven approach in helping people to assess challenges, identify opportunities, and transform their capacity for action. This is not a meeting to passively sit and listen; it's an event to share perspectives, exchange what is working and what is not, and develop durable solutions that can be conceived only through the power of a group.

### The Opportunity for Your Business

1. Help you see how to position and grow your organization to meet future requirements
2. To engage stakeholders, customers, and suppliers in your business's strategic needs
3. Identify new capabilities needed for your organization to remain successful
4. Ways to respond to fundamental changes in our region and in the global marketplace
5. Ideas on getting your organization moving in a new direction

**Attendees from:** Antioch Alumni Council Seattle • Boeing • Booz Allen • Greater Pierce Co. Community Network • Group Health • King County Sheriff's Office • Kirkland City Council • LIOS of Saybrook University • Merck • Microsoft • Seattle City Council • Seattle Public Schools • Organizational Systems Renewal Program at Seattle University • Slalom Consulting • The Redmond Foundation • University of Puget Sound • UW: Center for Clinical Epidemiological Research • Wells Fargo

Seating is Limited – Go to Complete Your Registration Today with this link:

<http://www.pnodn.org/mc/page.do?sitePagelId=98192&orgId=pnodn>

For more information please email: [info@pnodn.org](mailto:info@pnodn.org)

Types of Registration	Early Bird Rate, Registration <u>By March 26</u>		Regular Registration Rate <u>After March 26</u>	
	For Profit Organizations	Nonprofit Organizations & Independent OD Professionals	For Profit Organizations	Nonprofit Organizations & Independent OD Professionals
General	\$ 750	\$ 550	\$ 1,000	\$ 750
Pacific NW OD Network Member	\$ 700	\$ 500	\$ 950	\$ 700
Organizational Pair	\$ 700 per person	\$ 500 per person	\$ 950 per person	\$ 700 per person

Early Bird Deadline Extended!

**About the Event Leaders**

Marvin Weisbord and Sandra Janoff co-direct the international Future Search Network whose purpose is to help people around the globe improve their lives in communities and organizations. They have led and managed planning meetings around the world and trained more than 3,600 people in using their principles. Marvin and Sandra are pioneers in organizational development. They also co-authored *Future Search: An Action Guide, 2nd Edition* (2000), and *Don't Just Do Something, Stand There!* (2007). Marvin's book *Productive Workplaces Revisited* (2004) is a seminal work used in many Masters programs across the country.



**Future Search Accomplishments** - For more Future Search successes please visit: [www.futuresearch.net](http://www.futuresearch.net)

- A leading Canadian global asset management company used future search as part of a Strategic Planning process which resulted in new leadership strategies to address the changing marketplace.
- A Seattle coalition of agencies used future search to create an advocacy agenda to meet the basic human needs and address institutional racism.
- Global telecommunications company developed a new business vision and transformed itself from a product driven to market driven with product penetration in 85 countries.
- A county in California used a future search approach to design a merger between County Department of Social Services and a non- profit community agency.
- A network of suppliers, customers, consultant engineers, system designers and a cross-section of the organization created a common vision that decentralized the organization to create more flexibility and responsiveness to customers.



*The Pacific Northwest Organizational Development Network (PNODN) is the premiere learning and networking association for top-tier, mid-level, and emerging organizational change agents.*