



EMSA SEMINAR

BY DR. WILLIAM BELLOWS ON OCTOBER 31, 2012



Purpose Resource Leadership

SEMINAR DESCRIPTION:

The aim of this overview session is to present a proposal for “better thinking about thinking” as it applies to how resources are managed, both individually and collectively. Beginning with a series of seemingly simple questions, the answers to which reveal assumptions made in how we allocate resources, this session offer insights into how Genichi Taguchi’s ideas on “Quality Loss” have been integrated with W. Edwards Deming’s “New Economics” to establish a new approach to resource management and leadership, termed “Purposeful Resource Management” and “Purposeful Resource Leadership,” respectively. The foundation of a radical departure from “Reflexive Resource Management” lies in a transformation of the way we think about our thinking.



SEMINAR INFORMATION:

Date:

October 31, 2012

Time:

7:00pm-9:00pm

Location:

JR-315

Cost:

Free (To Confirm, RSVP to
emsa@my.csun.edu)

Organized by:

Engineering Management Student
Association (EMSA)

Bill Bellows is an Associate Fellow in the InThinking Network at United Technologies’ Pratt & Whitney Rocketdyne business unit in Canoga Park, California, where he is known for his efforts to provide insights to the advantages of thinking together, learning together, and working together. Audiences for his classes have also reached after-school program in elementary schools, graduate students at Northwestern University, as well as corporate, university, and public classes across the United Kingdom. Bill earned his BS, MS, and Ph.D. in Mechanical Engineering from Rensselaer Polytechnic Institute in Troy, NY.

Bill serves as president of the In2:InThinking Network, and as a board member of the W. Edwards Deming Institute, the Volunteers of America – Los Angeles chapter, and the American Youth Soccer Organization in Valencia. He also serves on the editorial board of the Lean Management Journal.