



November 2, 2006 Meeting  
American Society for Quality  
Columbia Basin Section 614



**NOTE THE DAY!**

Thursday,  
November 2, 2006

**LOCATION: Shilo Inn**

50 Comstock  
Richland Washington

**5:30 p.m.** - Check in/Networking  
and no-host cocktail service

**6:00 p.m.** - Dinner

**7:00 p.m.** - Presentation

**DINNER BUFFET:**

The Chef and crew at O'Callahan's Restaurant always provide a great – and varied – buffet dinner for us at the Shilo Inn.

This usually includes two entrée choices, plus accompanying vegetable, a number of tasty salads, and a vegetable and/or fruit tray. Your choice of coffee, tea or decaf is included with dinner.

And don't forget to save some room for a yummy dessert!

**Cost:**

\$ 17 ASQ members  
\$ 20 non-members  
\$ 5 presentation only

Reservations are requested by October 30. Send an email to [prevette@owt.com](mailto:prevette@owt.com) with your name, phone number, company affiliation, and type of reservation, or call Steve at 373-9371.

NOTE: All no shows will be billed unless canceled 48 hours in advance. For more information about ASQ, our section, and other upcoming events, be sure to check our web site at [www.asq614.org/](http://www.asq614.org/).

## “Generative Thinking & Generative Communication”



**MARK GLADSTONE**  
President & Principal Consultant  
The Gladstone Group

Have you ever been asked to serve on a team being formed to try to fix an ongoing problem in your organization? The team starts meeting every week for a couple of hours, and in the meetings a few people offer up some potential solutions. But as the team discusses them, each possible solution seems to come with its own new problems. And there is always that one team member who keeps saying “That won't work. We tried that two years ago, and it didn't work.” And after a few months of meetings, the team just fades away. But the problem is still there.

What if your organization were to try a different approach the next time an issue arises? **Generative Thinking** and **Generative Communication** are about making a subtle but profound shift in the way we operate. What if we stayed focused on *generating and creating what we want*, rather than continually trying to fix what we currently have? Would there be any difference?

An organization (or an individual) struggling with an issue - any issue - can expend tremendous resources over many years in attempts to fix their problems. As long as their “solutions” are developed at the same level of thinking that has produced the current state, they will only cycle through and end up returning to the same disappointing state. On the other hand, if they focus on generating and creating more of what they want, the solutions will produce different results, allowing them to move closer to their desired state. This can be applied not only in our professional endeavors but also in our personal lives (careers, relationships, volunteer work, etc.). Sounds simple enough, perhaps, but how can we put this into practice so that it becomes a greater part of the way we operate professionally and personally?

The Generative Thinking and Communication model is fundamental to the work in which our speaker is involved. Mark will share both personal and organizational examples of how the model has been applied, the results it has created, and some of the key components of Generative Communication.

Life is lived and work is accomplished through our communication. It can either keep us cycling and getting more of what we already have, or it can move us forward getting more of what we desire.

About the Speaker:

Mark Gladstone has over 18 years of experience helping clients achieve success in their business and personal development, acting in the capacities of internal and external consultant, facilitator, trainer, program manager, mediator, mentor and coach. His facilitation and consulting experience includes corporate-wide managed change programs, mergers & acquisitions (both international and domestic), culture development, strategic planning, TQM, re-engineering, restructuring and downsizing initiatives. He has provided consulting services and training programs to the Federal, State and private sectors, academia, the medical field, and community agencies.

Mark was a Hanford Site instructor for the Seven Habits of Highly Effective People, for the Department of Energy's Quality Training Resource Center. He is an adjunct member of the faculty in Central Washington University's Organization Development Masters program, and has taught Project Management courses for Washington State University. He is the author of the book "Six Conversations for Getting Organizations Unstuck."

Before focusing on organizational development, Mark spent seven years in contract management as a Contracting Officer, International Contract Specialist, and Manager of the Department of Energy's International Activities Coordination Office, Richland Operations.

Mark received his undergraduate degree in Organizational Communications from Eastern Washington University and his Master of Science degree in Organizational Development from Central Washington University.