

# To Infinity (and Zero) and Beyond – Life Lessons in Continual Improvement

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**Abstract:** The aim of this session is to present a proposal for “better thinking about thinking” as it applies to the theory and practice of continual improvement. Thinking about thinking, or InThinking, is about a transformation of the ways people think. The organization of thinking itself and the awareness that there is a choice of alternative ways of thinking when creating better solutions, presents a significant and exciting departure from traditional approaches.



*Bill Bellows is 30+ year specialist in the fields of Quality and Engineering Management. In addition to his role as Adjunct Professor for California State University, Northridge and Southern Utah University, he serves as President of InThinking Services, partnering with clients to facilitate both the understanding and application of the Deming Philosophy and integrating this philosophy within a greater framework of “better thinking about thinking,” a concept known as “InThinking.” His career includes 26 years of employment with Rocketdyne, the world’s premier liquid rocket engine company, providing leadership for “InThinking.” Upon retiring Rocketdyne in 2016, Bill joined the The W. Edwards Deming Institute® for 2.5-years as Deputy Director to share his lessons learned within a worldwide Deming community.*

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