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## ABOUT LYNNE WAINFAN, PHD

Former rocket scientist, aerospace executive, and RAND researcher, Lynne now applies her analytical skills and quirky way of looking at the world to something infinitely more challenging and explosive—people.

Specializing in creating models of people’s perspectives—their values, beliefs, and expectation, Lynne is the author of a number (17) of books and articles for technical, management, and mass-market audiences.

Lynne is a popular speaker due to her rarefied elements: nerdy knowledge; obsession; and a sense of humor. She says this last was forged by experiencing a surprising number of nonfatal disasters, learning from each one while “unsplatting herself” and finding the next adventure!

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DR. WAINFAN'S SPEAKING ENGAGEMENTS  
COMPASS ALLIANCE STRATEGIC CONSULTING  
3333 E. SPRING STREET OFFICE 127  
LONG BEACH, CA 90806

# “The Rocket Scientist of Soft Stuff” can speak at your event



Dr. Lynne Wainfan speaks to management, technical, and mass-market audiences

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Telephone: (562) 425-3338  
Website: [CompassAlliance.net](http://CompassAlliance.net)  
Email: [Info@CompassAlliance.net](mailto:Info@CompassAlliance.net)

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## TALK SUMMARIES

### My Life as Wile E. Coyote: Lessons Learned from a Number of Nonfatal Disasters

For 13 years, Lynne Wainfan had a quest—to be astronaut. Despite being blonde, she became a rocket scientist. Bored with running laps to get into shape, she took up tap dancing. Overcoming her shyness, she convinced the president of Hughes Aircraft Company to send someone into space. He chose someone else. In this talk, Lynne shares some of her adventures along the way: building experimental airplane; diving the Great Barrier Reef; and training to ride in a rocket plane. Each ends in failure, of course, but all together they qualify her as a PhD—in the Philosophy of Disaster. See what she is up to next, and hear Dr. Wainfan’s lessons for individuals, groups, and leaders about: the art of the quest; bouncing 101; and the first principle of realizational physics—don’t look down!

### The Alchemy of Trust

Trust is the basis of every voluntary relationship—without trust, the effort isn’t worth the investment. Between government insolvency, financial meltdown, and nonprofit scandals, many believe that we are in crisis of trust. But what is trust? Lynne Wainfan, called “The Rocket Scientist of Soft Stuff” applies state-of-the art techniques to take complex, subjective concepts and structure them into simple visual models. In her forthcoming book, *The Alchemy of Trust*, Dr. Wainfan reviews over a thousand studies and creates a new, simple model of trust. This visual trust model is one that makes sense, can be discussed with others, and is a useful assessment tool. Dr. Wainfan illustrates a trust assessment with an example from the headlines and shows you how to think about trusting a leader or organization. Finally, Dr. Wainfan suggests principles and specific ways for individuals and leaders to build and maintain trust.

## TALK SUMMARIES

### Strategic Decision Making When Perspectives Differ

What do you do when you must make important decisions about an organization, but people disagree? Lynne Wainfan, PhD, founder and Principal of *Compass Alliance Strategic Consulting* takes on that challenge. Based on her doctoral research at RAND, her approach has been applied to education, defense, and corporate strategies. Dr. Wainfan has found that different perspectives—values, beliefs, and expectations—are often avoided, and considered a barrier to consensus. On the contrary, diverse perspectives are gold: if elicited well and properly managed, they engage the community, expand the “possibility set,” increase commitment, and reduce surprise. In this talk, Dr. Wainfan describes the principles, methods and tools to help groups to agree on strategic action even though they may disagree on pretty much everything else!

### Creating Creative Kids

Lynne Wainfan, self-professed non-creative person, asked “what is creativity?” to help her first child become more creative in preschool. Lynne read articles, corresponded with Nobel Prize winners, and returned to school, becoming a research assistant in creativity. Did her three kids become creative? One filed a patent application at age 6; one got a standing ovation at a comedy improv workshop at 11; and one got an internship offer from a Grammy-winning music producer at 12. Along the way, Lynne got creative about getting help from her kids’ school. See the video that Lynne co-produced that helped get every middle school student a laptop to take home for the year. Then see what the kids have done with the tool. Hear Lynne’s formula for creative kids that includes parents, school, tools, and the most important ingredient—the kids themselves. This talk is aimed at parents, educators, and members of the community who would like to help kids find and cultivate their creative potential.

## TALK SUMMARIES

### Challenges in Virtual Collaboration

Did you know that meetings that might get contentious are best done via videoconference? That lies may be easier to detect over the phone than face-to-face? These are some of the tips from the book *Challenges in Virtual Collaboration*. Author Lynne Wainfan, PhD shares her research about how face-to-face meetings differ from videoconference, telephone, or computer-based meetings. Each of these collaboration types has its pros and cons, depending on what you’re trying to accomplish. This talk is aimed at anyone who collaborates—and would rather have people collaborating instead of checking their e-mail. Audience members will receive a chart to help them choose the best communications medium for the job at hand, along with some common pitfalls to avoid.

### Building a UFO With Your Husband

When Lynne Wainfan was one of three girls studying aerospace engineering, one of the boys courted her with a smooth, efficient, yet endearingly honest line that only an aerodynamicist could come up with: “I come with airplanes—that’s not negotiable.” On their first date, Barnaby took her for a spin. Literally. In an aerobatic airplane. Have you ever been at a wedding where the guests don’t throw rice, they throw paper airplanes? A few years later, the Wainfans happily announced a new member of the family, a bouncing baby airplane. The “Facetmobile,” designed by Barnaby, had no wings, no curved surfaces, and when it flew, people called in UFO reports. In this talk, Lynne describes the challenges of building an airplane with a genius you love, someone you would prefer not to kill before the airplane has a go at it. Share the excitement of their airplane’s debut public appearance, and of being interviewed for their first magazine cover story. Then hear about that bad day, when Lynne was waiting for Barnaby to fly in to an air show and instead got “the call.”