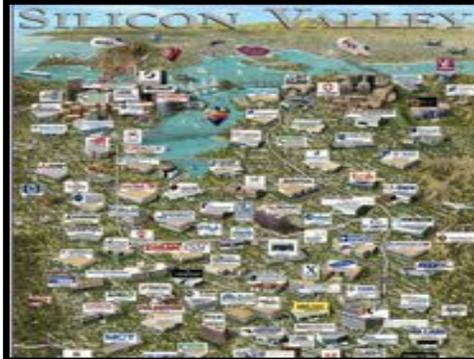


The International Odyssey Program 2011



San Jose State University
San Jose, California
USA

Freshman Program: July 18-22, 2011
Alumni Program: July 23-25, 2011

What is the Odyssey Program?

Dear Odyssey Alumni and potential participants:

Are you looking for the adventure of a lifetime—a chance to take your own odyssey that will give you tools to achieve an ambitious life goal, make critical decisions, or simply explore what prevents you from enjoying better health, wealth and happiness?

In the 2011 International Odyssey Program, you will have a chance to focus on issues in your life and learn from the experts how to apply the world-renowned Theory of Constraints (TOC) thinking processes to investigate expectation gaps and related conflicts and identify how to close these gaps by identifying and challenging limiting assumptions.

We are excited to announce that this year's Odyssey 5-day Freshman and 3-day Alumni programs will be held back-to-back from the 18th July to 25 July at San Jose State University, in the heart of Silicon Valley - “ground zero” for innovation in the U.S. and the home to many companies that have already witnessed the powerful changes brought about through TOC implementation.

Best of all, this international conference, which brings together participants from around the world, will help you see through sharing that the world really is “flat” after all – that we all experience similar life challenges, no matter where we are from or how far down the journey of life we are. Past experience has shown that this is also a place where lifelong friendships are established among like-minded people.

We also invite those attending the Freshman program to join past attendees for the Alumni Program, immediately following the Freshman Program. The concept and content of the Alumni program was developed by Dr. Eli Goldratt, designed in a way which builds upon skills learned in the Freshman program, challenging and guiding the newly graduated and past Alumni to make a major breakthrough in an important topic where no major advance has been made recently, relevant to both our personal and professionals lives.

Please keep in mind that space is limited for both programs and reservations will be accepted on a first-come, first served basis through our website, www.theodysseyprogram.org.

We look forward to seeing you there!

Dr. Alan Barnard
Chairman, Odyssey Institute

International Program Details

Freshman Program

July 18-22 (arrive July 17th before 5 pm.; depart July 22nd after 5 pm)
A five-day program for first time participants to set ambitious life goals, make important decisions, and uncover obstacles using the Thinking Processes of Theory of Constraints (TOC). The program is facilitated by Dr. Alan Barnard and supported by experienced Odyssey Alumni assistants.

Alumni Program

July 23 – July 25 (arrive July 21st before 2 pm, depart July 25th after 4 pm)
A three-day program for past attendees of Odyssey Freshman programs (including the 2011 program) where participants learn how to really apply the methods used in the hard sciences to create breakthroughs, to explore a topic/challenge in which no major progress has been made over the past few decades and that has relevance both in our personal and professional lives. Traditionally, Dr. Eli Goldratt has facilitated the Alumni program. Due to his current health condition, Dr. Goldratt has prepared Dr. Alan Barnard to facilitate the program on his behalf if he will not be able to attend in person.

Venue

San Jose State University (SJSU) San Jose, California

The university is located on 154 acres in downtown San Jose, midway between San Francisco and the Monterey/Carmel area at the southern end of San Francisco Bay. SISU, located in the heart of Silicon Valley, is one of 23 campuses that make up the California State University system

Accommodations

Housing will be in an air-conditioned, suite-style dorm building. Each suite has 4 double bedrooms (which can accommodate 8 people in doubles or 4 in singles), 2 bathrooms and a common living room with a small microwave. Rooms are furnished and include linen (pillow, blanket, pillow case, sheets, towel, wash cloth, soap and cup). Please visit www.sjsu.edu for more details.

Odyssey 2011 Program Travel Details



San Jose International Airport (SJC) is the nearest airport, approximately 5 miles from campus. Travel time is around 15 minutes, depending on traffic.

San Francisco International Airport (SFO) is the nearest major international airport to campus. It has connections with almost every major airline in the world. It is approximately 40 miles from campus. Travel time is around 50 minutes, depending on traffic.

Public Transportation: Transit buses and the light-rail line connect to downtown San Jose and the campus from throughout the county, the San Jose International Airport and the Amtrak/Cal-Train San Jose depot. Call 408-924-7433 for routes.

Pricing and Registration

The Odyssey Institute is a non-profit organization. As a result, and as part of our commitment to keep the program as affordable as possible for attendees from around the world, we offer the program at pricing to recover only the actual costs related to hosting this program.

Odyssey Freshman Program: Early Bird Pricing (valid until 30 May 2011)

Attendee Category	Staying at Dorm		Not staying at Dorm
	Price/person sharing	Price/person single	Price/person
	US \$	US \$	US \$
Professionals	\$ 1,850	\$ 2,100	\$ 1,000
Spouses / Academics	\$ 1,300	\$ 1,550	\$ 800
Young Adults	\$ 1,000	\$ 1,250	\$ 600

Odyssey Alumni Program: Early Bird Pricing (valid until 30 May 2011)

Attendee Category	Staying at Dorm		Not staying at Dorm
	Price/person sharing	Price/person single	Price/person
	US \$	US \$	US \$
Professionals	\$ 1,150.00	\$ 1,400.00	\$ 750.00
Spouses / Academics	\$ 800.00	\$ 1,050.00	\$ 600.00
Young Adults	\$ 600.00	\$ 850.00	\$ 400.00

Pricing Notes:

1. "Staying at Dorm" pricing includes accommodation, 3 meals/day, registration & materials
2. "Not staying at Dorm" pricing includes lunch and program attendance & materials
3. Odyssey Freshman "Staying at Dorm" Pricing includes 5 nights accommodation
4. Odyssey Alumni "Staying at Dorm" Pricing includes 3 nights accommodation
5. Additional Nights of accommodation can be booked at \$100/night sharing or \$120/night single
6. The "additional night pricing" includes breakfast, lunch and dinner at University

Registration is as easy as visiting www.theodysseyprogram.org, navigating to the "Registration" page and then registering and paying via either PayPal or Credit card.

When registering, please remember to indicate whether you are registering for the Freshman or Alumni Programs (or both).

Please note: Space is limited, and registrations will be taken on a first-come, first-served basis.

For more information, contact Dr Alan Barnard at alan@goldratt.co.za

Some Frequently-Asked Questions

How did the Odyssey Program come about?

Dr. Eli Goldratt initiated the Odyssey program 15 years ago to teach critical thinking skills to young adults at the important stage in their life when they have to decide “what to do with the rest of my life”. While it was originally targeted at children and spouses of Theory of Constraints practitioners, The Odyssey Program was re-introduced and significantly upgraded in 2005 under the leadership of Dr Alan Barnard and opened to anyone that believe they can benefit from the application of TOC to set and plan to achieve ambitious life goal and/or simply to analyse and find simple yet powerful ways to close expectation gaps within their personal lives.

Who can benefit from the Odyssey Program?

Attendees of all ages, backgrounds, and nationalities find the Odyssey program helps them discover how to achieve their goals. No matter how diverse the backgrounds, participants find connections to each other and discover new ways to learn from each others experiences. A 65- year- old may face the same challenge as an 18 - year- old. Someone from India may be dealing with the same concerns or conflicts in their life as someone from Germany.

What will I gain from the program?

The program, which includes the latest knowledge and developments in Theory of Constraints takes participants through a step-by-step process using the latest Thinking Process tools to help participants set goals, analyse expectation gaps, understand the unresolved conflicts and limiting assumptions that block them from breaking these conflicts and closing the expectation gaps as lastly to develop a robust plan to make the needed changes and achieve a process of on-going improvement. Once learned and applied to their own lives, these tools become a permanent part of participants ' "toolboxes" for leading happier, more successful lives.

Is there any problem with people from the same organization attending and/or couples in a relationship?

Past experience has showed that in fact there is no negatives, but many positives with participants from the same organizations or within a relationship attend the Odyssey program together. The largest group from a single organization was 35 senior and middle managers. The outcome of the program was so good that they requested a special in-house Odyssey for lower levels of management that same month. They claimed it provided them with a unique opportunity to experience the same process together with those they work with and/or care for. It gives people the same language and process to help them better deal with stressful expectations gaps that can develop in any relationship at home or work and provides them with frame of reference to find and develop win:win solutions together. All those participants that have attended with colleagues and spouses/partners have reported a significant improvement in the harmony within their relationships.

Quotes from past Odyssey Attendees



International Odyssey Alumni 2010 – South Africa

"Let's see what I learned at the Odyssey 2010 course? I learned how to solve my biggest problems using both emotion and logic and specifically to understand how to break unresolved conflicts which have blocked me from making important decisions in a way where there are no winner-loser solutions, only win-win answers..."

"I spoke to my daughter today. She said you guys were "an inspiration" for her, very skilled but approachable and fun. I think that the Odyssey process got her to really see and unlock the inherent potential I always knew she had... She said she had such a great week, and I am so glad she was able to learn from you and with you."

"I really had the time of my life at the Odyssey. Didn't think that you could have fun, learn powerful techniques to remove conflicts and constraints and apply what you've learned all at the same time and in just 5 days. You really helped me realize how much potential I have and what is possible if I simply follow the plan I developed. Can't wait to return next year as an alumnus to continue my Odyssey journey, thanks again for everything".

"The Odyssey definitely impacted my life forever. It has changed my way of thinking in such a positive way. I would highly recommend Odyssey and look forward to coming back."

Odyssey Facilitator and Creator

Freshman Facilitator: Dr. Alan Barnard

Dr. Alan Barnard is recognized as one of the leading TOC practitioners, educators, and strategy advisors in the world. For the last 15 years, he has worked with Dr. Eli Goldratt on developing new TOC knowledge and leading TOC analysis and implementations for typically large and complex organizations from both the private sector (Random House Publishing, SAP, Cisco Systems, BHP Billiton Mining, British Columbia Rail, African Explosives, SABMiller, Premier Foods, ABB and Tata Steel) and the public sector (United Nations Development Program and InWent, City Councils in developing countries). He has applied TOC to achieve his personal goal of helping organizations and individuals identify and unlock their inherent potential. The Odyssey Program was re-introduced and significantly upgraded in 2005 under his leadership following requests to resurrect, upgrade and offer the Odyssey program around the globe. Dr. Barnard is CEO of Goldratt Research Labs, Director of Goldratt Group Africa, Chairman of Realization Africa, Chairman of Aphos and Chairman of The Odyssey Institute. He was a founding board member and chairman of TOCICO (Theory of Constraints Certification Organization) from 2003-2005, currently serves as chair for the TOCICO Business Strategy Certification committee and received the TOCICO Lifetime Membership award in 2006.



Odyssey Creator: Dr. Eli Goldratt

Dr. Eli Goldratt, creator of Theory of Constraints, is an educator, author, scientist, philosopher, and business leader. But he is, first and foremost, a thinker who provokes others to think. Often characterized as unconventional, stimulating, and "a slayer of sacred cows," Dr. Goldratt always challenges his audience and readers to examine and reassess their own assumptions about what is possible and how best to achieve goals in both their personal lives and for their organizations.



His first book, "The Goal," published in 1984, has sold over 5 million copies and has become mandatory reading for MBA and Operations Management programs around the world. Since then, he has authored 11 more books on Theory of Constraints, with his most recent, "The Choice" and "Isn't it Obvious?", published in 2009 and 2010.

Dr. Goldratt is the founder and chairman of the Goldratt Group that consists of Goldratt Marketing, Goldratt Consulting, Goldratt Schools and Goldratt Research Labs. Dr. Goldratt is also the founder of TOC for Education, a non-profit organization dedicated to bringing the simple yet powerful mindset and methods of TOC to students and teachers.

Although formally retired a few years ago, Dr. Goldratt still spends his time writing, consulting, lecturing and challenging himself and others to continue to "think like scientists" to solve important problems and show how to make the impossible possible.

Dr Goldratt initiated the Odyssey Program in the early 1990's and continues to facilitate the annual 3-day International Odyssey Alumni program, where he challenges past Odyssey Freshman to join him on a journey of discovery to apply TOC and the hard sciences in solving "impossible" problems.