

# ENGAGE "Just Ask Why"

The combined path constructs an iterative triad that is fluid across the spectrum of the Moonshot project. The goal is to build “organic relational agility” (ORA Triad) between all components of the project and the project personnel. This systemic approach is constructed as a dynamic (as opposed to static) process that allows the project to remain fluid, agile, and able to respond to real time changes as they occur in society.

- If a project is constructed in silos, it remains in silos.
- But if all levels of a project are constructed as interconnected and fluid dynamic systems (ORA Triads) of integration, at project fruition it sustains its fluidity as a whole system capable of retaining its construct and functionality in a real time world, complete with the agility to respond to constant change.

## Combined Path – “ORA Triad”

### 1. Why Innovate Now?

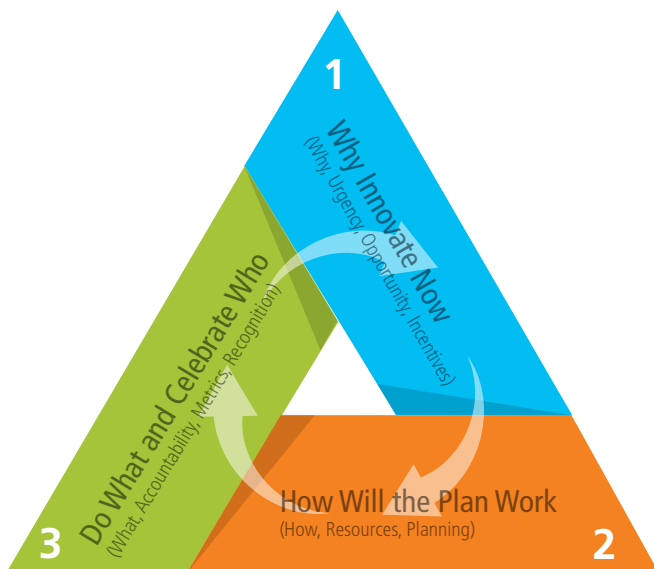
*(Why, Urgency, Opportunity, Incentives)*

### 2. How will the plan work?

*(How, Resources, Planning)*

### 3. Do what and celebrate who?

*(What, Accountability, Metrics, Recognition)*



Kathleen Webb reinforces, “When we are carrying the banner of why, and you are clear about your what and how, that is contagious. The key is to know why. Because when you know your why, you have options on what your what and how can be. Why...who knew that a word that contains just three letters would be so significant to effect massive change.”

**Deployment:** The two independent but interdependent ENGAGE curriculums are deployed virtually, from a real-time environment via a moderated discussion board where leaders and learners congregate in an open forum where discourse has no boundaries of space or time. Each module is open 24/7 for 7 days. The ENGAGE mentors guiding the discussions are Cohort graduates. We think it will rapidly become difficult to discern any differential between our mentors and mentees as we align and coexist in a thriving and dynamic learning environment.

This curriculum is taught first in the classroom. Deployment occurs by ENGAGE featuring different aspects of the classroom-based curriculum.

- The innovationist trainees are required to take what they have learned and, through careful incubation, then apply these in their personal and professional lives as well as their teamed innovation projects.
- Once released on a public-forum discussion board, the module remains open for 7 days.
- At some point during the 7-day training cycle, the open-forum discussion will be joined by the state leaders instructing the lessons. To heighten understanding and focus, they will offer their own unique real-time take and strategic perspectives in conversation with our teamed innovationist trainees.
- What’s more, each module is memorialized with a digest that historically captures the dynamic input from the participating innovationist training community.
- One week from the opening date of each module, trainees are tested on how they applied a specific lesson in their personal, professional/organizational lives and within their teamed innovation projects.
- The analytical outcomes are then posted online one week beyond the closing date of the module.

