

# ENGAGE Cal-IPGCA EXPERIENTIAL LEARNING CENTER

**2. Just Ask Why – 8 Step Path Training Track:** The ENGAGE “Just Ask Why” – 8 Step Path training track is equal parts personal discovery, organizational discovery, and the reimagining of outcomes for enterprise-wide challenges. Our Moonshot projects combine with a “rubber meets the road” approach to achieve outcomes that can generate tangible return and demonstrate the capacity to shift our government’s trajectory to meet critical need.

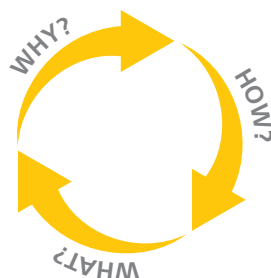
On-site training combines with virtual learning in the “Just Ask Why” curriculum taught by Cal-IPGCA executive sponsor, Kathleen Webb, Chief Deputy Director of DMV. This curriculum focuses on guiding the deployment of our Moonshot projects. Instead of incremental improvement, Moonshots aim for exponential improvement over what currently exists.

*“The essence of a Moonshot is the combination of a huge problem, a re-imagined solution to that problem, and the creation of innovative ideas that can shift approach and outcomes of people, process and technology to make that solution possible.”*

- As mission-bound organizations, laws and regulations have guided the policy and processes that have managed government status quo for decades. But overnight, COVID-19 figuratively uprooted the silos that walled-off innovation; the success of our response depends on aligning as One System. One State. One World. The importance of a mission statement is the why behind what we do.
- We now must relearn what it means to be resilient and to innovate new solutions while still flying the plane—to build new ways of doing business where interrelationship with each other is central. We are collectively building new foundations of government and business that have never before existed. The cause and effect of our decisions have an immediate positive or negative impact on those around us.
- In constructing our Moonshot projects, Cal-IPGCA uses a hybrid iterative 8-Step process that fully integrates “Just Ask Why” queries by initiating at the personal level of the innovators (the decision-makers) such that its flow systemically includes both organizations and projects.

## 8 Step Path

- Step 1. Urgency** – Make the case for change
- Step 2. Opportunity** – Show them what the future can hold
- Step 3. Incentives** – What can they get out of this?
- Step 4. Resources** – Give them the tools to succeed
- Step 5. Planning** – Show them how
- Step 6. Accountability** – Who does what by when?
- Step 7. Metrics** – What gets measured gets done
- Step 8. Recognition** – Honor achievement



At each step of the **8-Step Path**, there is an iterative process where we ask... The Golden Circle

**Why** – Why do you do what you do?

**How** – How do you do what you do?

**What** – What is it that you do?