



# CAL-IPGCA MOONSHOT INNOVATION PROCESS

Originating as Google terminology, instead of incremental improvement, **a moonshot aims for an 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. To develop their Moonshot projects, the Cohort 2018 Innovation Teams are given **5 Enterprise- Wide Government Challenges**, identified by the Cal-IPGCA Board of Advisors.



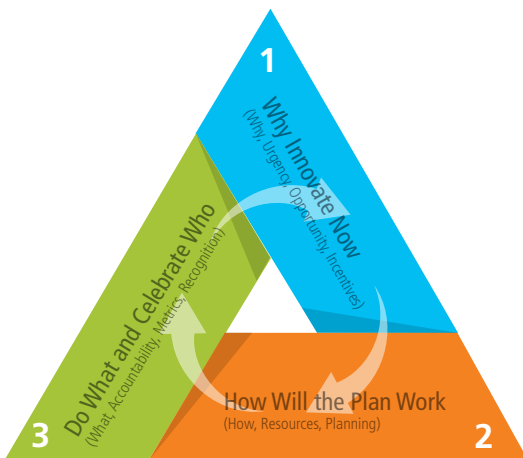
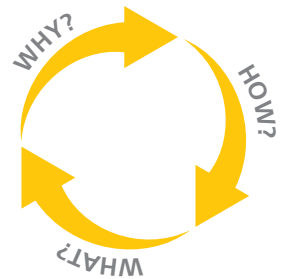
## 8 Step Path to achieve innovative outcomes:

- 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?



## 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)*