

# Just Ask Why: Discover Your Purpose, Transform Your World

**Summary Report:** CPS HR Hosted Live Presentation: 12-1 PM – Jan 14, 2025

**Presented by:** Rebekah Christensen, CEO, ORA Systems and Samantha Blackwood, Manager, Talent Development, DWR, Cal-IPGCA

## Slide 1: Discover Your Purpose, Transform Your World – Welcome and Introduction

**Catalysts of Change:** Where training ignites action, and potential becomes impact.



orasystems.net      one world institute  
Cal-IPGCA      oneworldinstitute.org

# “Just Ask Why”

**Discover Your Purpose...Transform Your World!**

A collaborative program from ORA, OWI, and Cal-IPGCA, offered through CPS HR: CPS HR CONSULTING

This transformational program, "Just Ask Why: Discover Your Purpose...Transform Your World," is the result of a dynamic partnership between ORA Systems, One World Institute, and Cal-IPGCA, and is offered through CPS-HR. It empowers individuals to embark on a journey of self-discovery to uncover their core motivations (their Why and Mission) and align them with their work, organization, and community, creating a unified system of being. This journey leads to a more fulfilling and impactful life, both personally and professionally.

## Slide 2: Accolades to CPS HR



The presenters express sincere gratitude to CPS-HR for their invaluable partnership and unwavering support in bringing this program to life. They extend a warm welcome to the diverse group of innovators who have joined the presentation, emphasizing that each attendee's presence is driven by a desire for personal and professional growth. With contagious enthusiasm, they introduce "Discover Your Purpose, Transform Your World," acknowledging the bold nature of the program's title and underscoring their commitment to guiding participants on a transformative journey of self-discovery.

The presentation sets the stage by highlighting the critical importance of self-discovery and bringing one's authentic self to the workplace. It emphasizes the inherent potential within each individual, waiting to be unearthed and ignited. Just as Einstein wisely stated, "Everyone is born a genius," this program aims to help participants tap into their unique genius and align it with their professional endeavors.

### Slide 3: Meet Your Guides ([Bio Links](#))



Rebekah Christensen, CEO of ORA Systems, and Samantha Blackwood, representing Cal-IPGCA (California Innovation Playbook for Government Change Agents Association), introduce themselves as the guides for this transformative journey. Samantha shares her compelling story of how the "Just Ask Why" program profoundly impacted her life and leadership, particularly during the turbulent times of the COVID-19 pandemic. She recounts how the program empowered her to navigate the challenges, discover her own "why," and ultimately transform her leadership style, leading to both personal and professional growth.

#### Slide 4: Backstory “Story Tellers”: Government Leaders that Model the Way

-Featuring Grace Koch, John Sanborn + More

**Your Guides**

**Backstory “Tellers...”**  
Government Leaders that Model the way...

Grace Koch, Chief Deputy  
Director at the California  
Governor’s Office of  
Emergency Services (Rtd.)

John Sanborn  
Chief Learning Officer  
Cal HR

**MORE  
MORE  
MORE**

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The presenters illuminate the power of understanding one's "why" to contribute meaningfully to the community and make a difference beyond the workplace. They share inspiring stories of California state leaders who have used their "why" to create positive change in their work and communities. Rebekah highlights the examples of Grace Koch, whose dedication to serving others shines through in her work with those facing extreme challenges, and John Sanborn, whose talent for connecting people and opportunities has fostered countless collaborations and innovations. To further inspire participants, each session will feature a 10-minute "Backstory" video from a different government leader, followed by a live Q&A, providing real-world examples of how "why" can be a driving force for positive impact.

#### Slide 5: (Week 1): Thursday, March 6, 2025 – 8 AM – 12 PM: Introduction to “Just Ask Why”

**Week 1: Thursday, March 6, 2025 – 8AM – 12 PM**  
**Introduction to “Just Ask Why”**

**What?**  
**WHY?**  
**How?**

A collaborative program from ORA, OWI, and Cal-IPGCA, offered through CPS HR.

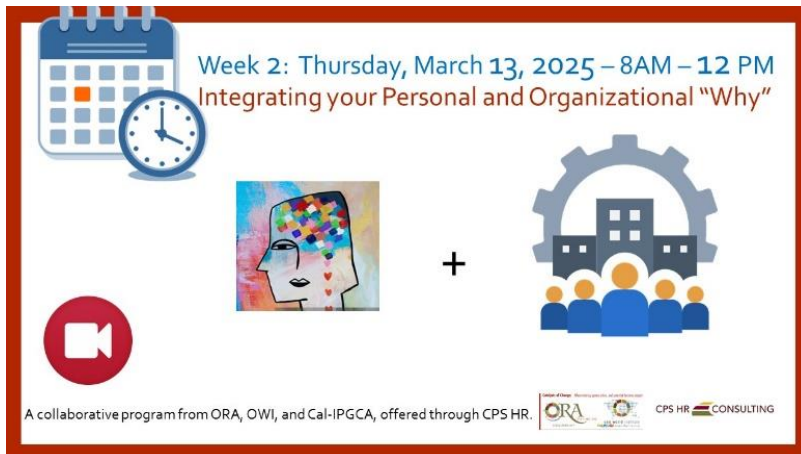
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This session delves into the core concept of "why" – the internal purpose and compass that motivates and guides individuals. The presenters explain how discovering and applying your "why" can lead to personal, organizational, and professional growth. They emphasize that "why" is not merely a philosophical notion but a practical tool for self-discovery and transformation.

**GROUP CHAT ACTIVITY:** What comes to mind when you think of one word that describes your truth, your purpose in the world?

**Feedback:** Adventure; Steward; Kindness; Connection and play; Caring; Loyalty; Public service; Service; Service; Kindness; Uplift; Serving; Service; Service; Service; Family; Help; Passion; Help youth thrive; LOVE; Teach; Growth; Collaborator; Collaboration; service; Service; Equity; Process improvement; Peace; Unifier; Protector; Encourage; Being a better version of myself as a leader so my team members understand their purpose to serve the public; Teach/share; Light.

**Slide 6: (Week 2) Thursday, March 13, 2025: Integrating your Personal and Organizational**  
**Why: Samantha Blackwood Video: [Application of “Just Ask Why” for DWR](#), HR (4:28)**



This session takes participants deeper into the practical application of "why" by exploring how it can be integrated into the workplace. Rebekah shares her personal mission, which has guided her for the past 20 years: "To ignite one system of innovation and human potential that unites the world." Building on this, the presenters illustrate how aligning personal "why" with organizational goals can be a catalyst for unlocking extraordinary potential for both individuals and organizations. This harmonious integration creates a dynamic synergy where employees feel more fulfilled and driven, leading to increased innovation, engagement, and ultimately, organizational success.

Samantha reinforces this message by sharing a [compelling video \(4:28\)](#) about her experience applying the "Just Ask Why" framework within the California Department of Water Resources (DWR) during the challenging circumstances of the COVID-19 pandemic. She recounts how, by focusing on her team's shared "why" of service and making a difference, they were able to navigate the unprecedented workload increase and achieve remarkable outcomes, including 100% staff retention. This real-world example demonstrates the transformative power of "why" in creating a thriving and resilient workplace.

## Slide 7: (Week 3) Thursday, March 20, 2025: Integrating your Personal Why with your Community Why



This session expands the concept of "why" beyond the individual and the workplace, exploring its potential to create positive change within the community. Rebekah and Samantha emphasize the importance of fostering a safe and collaborative environment where individuals feel empowered to share their "why" and contribute to a thriving team. They highlight that when individuals feel safe and valued, they are more likely to express their authentic selves and contribute their unique talents, fostering a culture of innovation and collective growth.

Samantha shares a heartwarming anecdote about involving her young son in community service, pruning rose bushes at a local park. This story beautifully illustrates how "why," in this case, a desire to contribute and make a difference, can be instilled at a young age and practiced in simple yet meaningful ways.

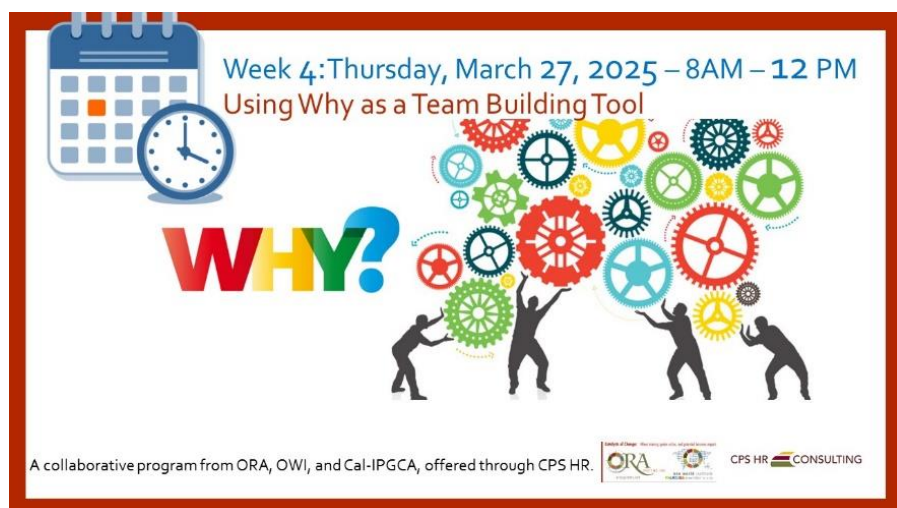
Rebekah shares how the Cal-IPGCA, initially focused on government innovation, has expanded its reach into the community, creating programs like "MissedAbilities." This initiative addresses the feeling of marginalization experienced by many, including those who feel "boxed in" by their job descriptions. She also highlights a program assisting a previously incarcerated man in publishing his memoir, demonstrating the power of "why" to transform lives and empower individuals to contribute their unique gifts to the community.

**GROUP CHAT ACTIVITY:** What is one community you care about, and how can your "Why" contribute to it?

**Feedback:** Children, especially those who are underserved; Supporting Women and BIPOC people in business and enterprise; Homeless; Supporting people with disabilities; Special needs students; Helping others reach their potential; Connecting the community of State employees across all agencies/departments; Outside of work, I enjoy serving and helping the exempt employees (State managers and supervisors) of my local ACSS chapter; Protecting the environment for future generations; Empowering women to become their best version!



## Slide 8: (Week 4) Thursday, March 20, 2025: Using Why as a Team Building Tool



This session delves into the practical application of "why" as a powerful team-building tool. Rebekah and Samantha reiterate the importance of creating a safe and collaborative environment where individuals feel empowered to share their "why" and contribute to a thriving team. They emphasize that diverse perspectives and collaboration are essential for innovation and problem-solving, much like the image of the team with various gears working together that is featured on the slide.

**GROUP CHAT ACTIVITY:** Envisioning teams that have really worked for you, what single word demonstrates how you felt when you were in that type of collaborative environment?

**Feedback:** Energized! Empowered; Safe; Inspired; Self-confident; Innovative and Positively self-aware; Fulfilled; Empowered; Supportive; Accomplished; Connected; Inspired!; Relevant, Alive; Successful

## Slide 9: (Week 4) Thursday, March 27, 2025: Putting all Together, Building a System of Why



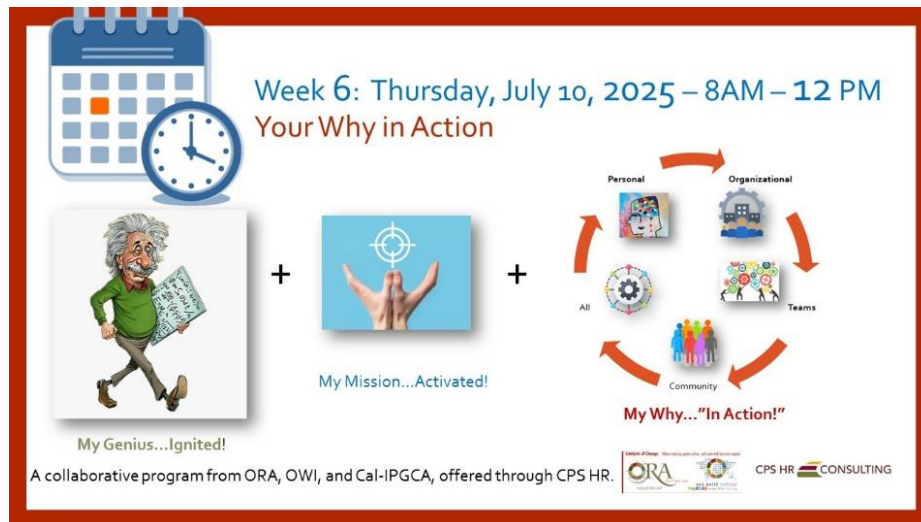
In this culminating session, Rebekah and Samantha bring together the different threads of the "Just Ask Why" program, emphasizing the transformative potential of combining personal,

organizational, and community "why" to live authentically and make a meaningful impact. They encourage participants to view their "why" as a guiding force that connects all aspects of their lives, creating a unified sense of purpose and direction. The circular arrows on the slide visually represent this interconnectedness, highlighting the holistic nature of the program.

**GROUP CHAT ACTIVITY:** Feel your passion, feel your heart. The work that empowers you in the community and the community inspires your personal growth. Give us one word that describes how you feel if you could combine and live the truth of you as “one being” in this world.

**Feedback:** Dynamic peace! Fulfilled; Freedom and autonomy; Happiness; Valued; Immensely fulfilled and abundant!; Whole; Untortured; Authenticity; Joy; Passionate; Joy and Peace; Peace and Fulfillment

### Slide 10: Course Structure and Follow-up: Your Why in Action Week 6: Thursday, July 10, 2025 (90-Day Follow-up)



Rebekah and Samantha provide a concise summary of the program structure, outlining the five immersive sessions designed to guide participants through the process of discovering and applying their "why." On July 10, they can present live, written or video summaries of their success. They emphasize the ongoing support provided through the 90-day check-in (Week 6), where participants have the opportunity to share their progress, celebrate their successes, and receive further guidance on integrating their "why" into their lives. This follow-up session ensures that participants continue to benefit from the program long after the initial sessions have concluded.

### Additional Opportunities

In addition to the core program, participants will have the opportunity to engage in exciting initiatives, such as beta testing an electronic resume feature for the DMV wallet project. They will also have the chance to present their "why" at a Day of Innovation event, sharing their journey and inspiring others.

## Slide 11: Q&A Session



- **Where can additional information be found:** Questions, class inquiries, and registration information can be accessed through CPS HR.

The presentation concludes with a Q&A session, where participants can ask questions and share their thoughts.

### Closing Remarks

Rebekah and Samantha express their enthusiasm for the program and encourage participants to embrace their "why" and transform their lives. This is a link to the CPS HR [Class Catalog](#) for a week by week curriculum overview and registration information.

### Key Points Overview:

- **Unleash Your Potential:** Discover Your Purpose, Transform Your World. This program empowers you to unlock your hidden genius and create a life of purpose and impact.
- **Learn from the Best:** This program is a collaborative effort between ORA Systems, One World Institute, and Cal-IPGCA, offered through CPS-HR, and taught by experienced leaders in public and private sectors. Each session features a "Model the Way" video from a California state leader, providing real-world inspiration.
- **Integrate Your Why:** Learn how to align your personal, organizational, and community "why" to live authentically and make a meaningful difference.
- **Transform Your Life:** Through five immersive sessions and a 90-day check-in, you'll gain the tools and support to integrate your "why" into all aspects of your life, leading to greater fulfillment and success.
- **Expand Your Impact:** Participate in exciting opportunities like beta testing an electronic resume feature for the DMV wallet project and presenting your "why" at a Day of Innovation event.