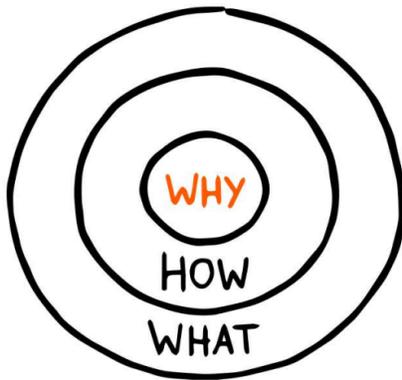# OIMA Golden Circle

WHY: Our purpose, cause or belief.

HOW: The processes and actions we take to realize our WHY

WHAT: The products and services that manifest our WHY (not included below)

In the Water Board's Office of Information Management and Analysis (OIMA), the following articulates the Why and How components of our Golden Circle[1]:

Our WHY

We are here to empower & support people, so that our water data systems educate communities & inform decisions to protect the environment and public health.

Our HOWs

The processes and actions we take to realize our why can be summarized with four main themes (i.e., our HOWs), which are listed below along with some examples that provide additional context and insight as to what implementation of our HOWs look like in practice.

OIMA HOWs at a glance
- We ensure the value of data by engaging each phase of the data life cycle.
- We innovate by leveraging our strengths and doing different with less.
- We serve communities by asking questions, listening, and learning to build capacity and inspire good science.
- We nurture a healthy work culture.

We ensure the value of data by engaging each phase of the data life cycle.

- We coordinate with our partners to develop and publish data standards, Quality Assurance Program and Project Plans, Standard Operating Procedures, Data Management Plans, public, Tribal, and partner engagement plans, etc.

- We collect and manage data and databases through statewide monitoring programs.

- We transform data into information through data visualizations, fact sheets, reports, etc.

- We make data public and accessible by creating machine readable data and adding it to open data portals.

We innovate by leveraging our strengths and doing different with less.

- We are not afraid to try something new and/or challenge the status quo.

- We utilize and share our technical expertise to strengthen and create partnerships.

- We think outside of the box by leveraging open data, data science software and methods and user-centered design.

We serve communities by asking questions, listening, and learning to build capacity and inspire good science.

- Through active listening and partnership with Tribes and communities, we have established projects and programs to center communities and align with community science principles.

- We communicate complex science for easy consumption using data visualization and science communication tools.

- We engage the public through our data products, programs, and helpdesks.

- We manage contracts and procurement in service of others' science needs and interests.

We nurture a healthy work culture.

- We respect everyone's roles (internally & externally) & their humanity.

- We encourage and support work-life balance.

- We acknowledge & appreciate staff perspectives, efforts and accomplishments.

- We foster psychological safety at work.

- We practice transparent communication that is rooted in kindness and accountability.

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Development of this statement was inspired by the research of Simon Sinek[2] and the facilitated process OIMA used to develop it was adapted from Simon Sinek's Find Your Why[3] Facilitation Guidance for Organizations.