

Stage: Implementation – Substage: Testing solution and amplifying Scaling Plan

References: Ali R., Mulgan G., Halkett R., Sanders B. (2007) *In and out of sync: The challenge of growing social innovations*, Nesta's DIY Toolkit



What is it for?

Once a project or pilot has been successfully implemented, the next step is to build upon this success by sustaining and growing it further. It means extending the reach of your work to a wider population. Several resources need to be in place for a pilot project to be scaled without compromising the necessary impact it must have. For doing this, first, it is important to build a shared vision for scaling within your organisation. Moreover, the Scaling Plan aims to stimulate serious dialogue about this with key internal and external stakeholders.



How to use it?

The worksheet helps develop a shared vision on scaling up, while assessing your resources and whether your organisation is ready to take the next step. Based on the assessment of the situation, you can decide the readiness of the project to be scaled, what aspects need strengthening and what aspects need more work. You can use the worksheet in a workshop with team members from your organisation, potential donors or even the intended beneficiaries and other stakeholders. It shows five key areas to analyse whether your organisation is ready to scale. Use the questions on the worksheet as prompts to have a critical in-depth conversation on what you are certain about and what needs further investigation. While filling out the worksheet, try to give evidence with factual data, rather than just anecdotes. It often helps collect some of this evidence in advance of the meeting. Try to be as open, thorough and self-critical as possible. The more detailed answers you give, the deeper your understanding of the situation will be.

YOUR FUTURE ORGANISATION

Business Model & money

Is there a viable business model with a clear overview of cost structures and revenues?

Is there evidence of sufficient demand?

Can you handle effective supply at a larger scale?

Know-how

Are the systems/processes capable of operating at higher volume, or capable of expansion?

Is all the knowledge needed on organizational change, accountability, finance and skills available in house?

YOUR ORGANISATION NOW

Physical resources

Are the resources necessary for expansion readily available, affordable, controllable?

Is the timing for demand and supply chains at larger scale clear, and can it be matched?

People & governance

What are the skills of the key people? Are they fit for the purpose? How governance and accountability need to change? Is there a clear choice for the form of the organizational change? Is the management capable of a strong focus and leadership?

Reputation & Effectiveness

Can you show evidence of the effectiveness of your work? What is the state of your brand?

What coalition of supporters can you call on for help?