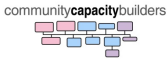


Strategic Options for Scaling Out

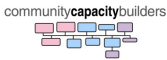


1

Scaling Out

- Scaling by affecting more people with an intervention and covering a larger geographic area.

Westley, 2014, p. 237



2

Assessing Scaling Options

- Need to consider:
 - The readiness of the intervention and their organisation
 - The resources required for each scaling option
 - The readiness of communities and the key institutions in them to embrace the intervention
 - The risk to their organisation and to the successful replication of the intervention for each option, and
 - The benefits each scaling option provides for magnifying the social impact

Dees et al., 2002



3

Options for Scaling Out

		How: Mechanisms for Extending Reach			
		Dissemination		Affiliation	Branching
		Only	With TA	Loose Moderate Tight	
What: Framing the Social Innovation	Program				
	Organization				
	Principles				

Dees et al., 2002

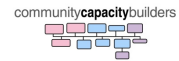


4

What to Scale?

		How: Mechanisms for Extending Reach			
		Dissemination		Affiliation	Branching
		Only	With TA	Loose Moderate Tight	
What: Framing the Social Innovation	Program				
	Organization				
	Principles				

Dees et al., 2002



5

Theories of Change

- Contain:
 - The underlying assumptions about how and why the program will achieve the expected results
 - The outcomes the program is expected to achieve over time, and
 - The connection between the programs strategies and outcomes.

Gutierrez and Tasse, 2007

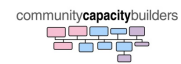


6

What to Scale

- Should be guided by:
 - the ‘minimum critical specification’ of the intervention: ‘the fewest program elements possible to produce the desired value’, and
 - The ability of the minimum critical specification to be standardised

Bradach, 2003, p. 21



7

How to Scale?

		How: Mechanisms for Extending Reach			
		Dissemination		Affiliation	Branching
		Only	With TA	Loose Moderate Tight	
What: Framing the Social Innovation	Program				
	Organization				
	Principles				

Dees et al., 2002



8

How to Scale

- Reach versus Control
 - Dissemination greatest reach
 - Branching greatest control

Wei-Skillern et al., 2007, p. 265



9

How to Scale

- Affiliation
 - Tight forms similar to for-profit franchising
 - Lessons from franchising model:
 - The value of leveraging a proven program
 - A recognisable model makes it easier to attract resources and customers, and
 - Being part of a larger system enables resources and expertise to be acquired

Bradach, 2003



10

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