Introduction to Scaling Impact Webinar

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Scaling Impact

Improving OUTCOMES

NOT just organizational GROWTH
SCALING OUT

Replicating and disseminating successful programs, products, processes and other innovative approaches
Example of a Scaling Out

YMCA Ulan Bator, Mongolia
Why is Scaling Out Important?

• Increasing Benefits – more initiatives or programs to address problems

• Broadening Impact – helping more people and communities

• Develops a ‘platform’ from which broader change efforts might be initiated and/or anchored; (experience, knowledge, reputation, etc)
SCALING UP

Working with opportunities and barriers at broad system levels, with the goal of addressing the root causes of complex problems
Example of a Scaling Up

Police-reported impaired driving incidents, Canada, 1986-2011

Source: Statistics Canada, Canadian Centre for Justice Studies, Uniform Crime Reporting Survey.
Case: R Life

• Grew from the Imagine Campbell River Project (2010-11)

• Personal resilience important in mental health, making positive choices about drugs and alcohol
  • Provides training and support for service agencies, individuals, communities and in schools

• Comprehensive curriculum and toolkit for workshops building resilience including ‘train the trainer’
Questions About Scaling:

• WHY are you scaling?

• WHAT (exactly) are you scaling?

• HOW is a scaling plan best delivered?
A Starting Point – WHY??

- What brought you and your team to the point where you are thinking about scaling?

- In what ways are your team’s individual stories the same?

- In what ways are their stories different? – what are the counter-narratives?

- Do you have common understandings and motivations for moving forward on scaling?
Recognizing Innovation – WHAT?

• What are the elements of this new initiative?

• Can you identify what is product, process, program, project, platform?

• Is the “innovation” one of these elements? A combination of these elements?

• WHAT IS THE ‘ESSENCE’ OF THE INITIATIVE?
Planning your Pathway – HOW?

• Is it about offering an established, proven service in a different context or to a different population?

• Is it about offering a new service in the same context or to a similar population?

• Is it about offering a new service in a different context or to a different population?
Leadership for Scaling Out – HOW?

• Is your program attractive to your funders, volunteers or other stakeholders? Do you have their support to begin scaling out?

• What are the economics of scaling? Do you own the program model?

• Does what you’re trying to do around scaling fit well with your mission and your abilities?

• Who else does work similar to yours? Of the collective that is operating in your context, is it YOU or some other agency that is best placed to effectively scale the new service or program?
Scale from Other Perspectives – HOW?

What are the:

- Legal implications...
- Economic implications...
- Cultural implications...
- Ecological implications...
- Technological implications...
- Political implications...

Of your scaling out strategy?
Identifying constraints – HOW?

• What new skills, resources or alliances would you need to take advantage of these scaling opportunities? Do you have this internal capacity?

• What are the key constraints you face to implementing your strategy?

• What and/or Who do you need to interact with to change those constraints?

• How could interacting with those support or enhance your intended impact?
Implications for Practitioners

• Scaling requires viewing problems and their solutions from a very strategic perspective.

• New resources are required – there can be significant human, time, energy, financial costs.

• While scaling, you may need to let go of integral elements of your organization.
Implications for Practitioners

• Organizations need to find their unique pathway for scaling up; may be many factors to consider.

• Certain skills are required, including organizational self-awareness, adaptability, relationship-building.
Who Should attend?

- Organizations that are planning on scaling and want to develop a strategy

- Leadership team (rather than individuals)
Workshop: Get greater clarity on:

• Your initial conditions / starting point
• What, exactly, you want to scale
• Your motivation to scale impact
• Different options for scaling
• Opportunities, barriers, risks and limitations of different scaling strategies
• Next steps in developing a scaling strategy
Workshop Activities

• **Assessing** environmental context

• **Developing** alternate pathways

• **Clarifying** scaling strategy
Participate in a Workshop

• Review online materials innoweave.ca

• Find a workshop in your region
  • If there isn’t one? Hosting? Deliver internally?

• Complete self-assessment

• Apply

• Pre-work
Up-Coming Scaling Workshops

- February 6, 2014 in Toronto
- March/April in Calgary
- Others in the future
Thank You

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