

Social Movement Action Worksheet: Scaling up an innovation A checklist for change agents and change teams

An outcome from a social movement that creates value can be scaled up to widen influence and impact. To be effective, change agents can benefit from planning for a scaled up innovation by using the strategies listed below.

Eight Key Strategies to Support Scaling Up an Innovation:



1. Develop a scaling roadmap

Determine where, in which order, and when the change will be scaled up. This will likely be influenced by change agents' and groups' perceptions of readiness, degree of collective identity, available budget and/or timelines. Use data to determine priority areas and sites most likely to succeed.



2. Set up change agents for success

Ensure change agents have all the information, tools, templates, and other necessary resources needed to lead the scaled change. Ensure a contact person or mentor is available for questions, feedback or concerns.



3. Be patient with new adopters

Provide staff and others as new adopters with clear steps of what is needed. Be patient and purposeful, remembering that scaling takes time and careful planning to support new adopters.



4. Have a support system available to all adopters

Everyone engaged in scaling needs a support system. This can include written information, tools and templates for documentation and data collection, tips and lessons learned from other sites where the change has been implemented. Communication materials can support standardized messaging.



5. Continue to monitor and evaluate

It is important to continue to monitor and evaluate the impact of the innovation following scaling as added or new benefits may be determined in new sites. New challenges may also be identified through monitoring and evaluation.



6. Establish shared infrastructure and platforms, as much as possible

In cases where sites are accessing shared or similar information, it can be helpful to have shared infrastructure or platforms. Using these can reduce costs and improve consistent implementation practices.



7. Grow a network of adopters

Channels such as a Community of Practice as a network to help adopters access the support, enthusiasm, insights and lessons learned of others. Networks can support the engagement of everyone involved in the scaled innovation.



8. Seek to be consistent and flexible with the scaled innovation

Consistency is needed with scaling to recreate the benefits seen with an innovation found to be effective. Nonetheless, it is essential to adapt the innovation to the local context so that the adopters can make the change their own and maximize success.

SOURCE: Adapted from Deloitte Center for Government Insights (2018). *Success at scale A guide to scaling public sector innovation*. [DI_Secrets-of-scale.pdf \(deloitte.com\)](#)