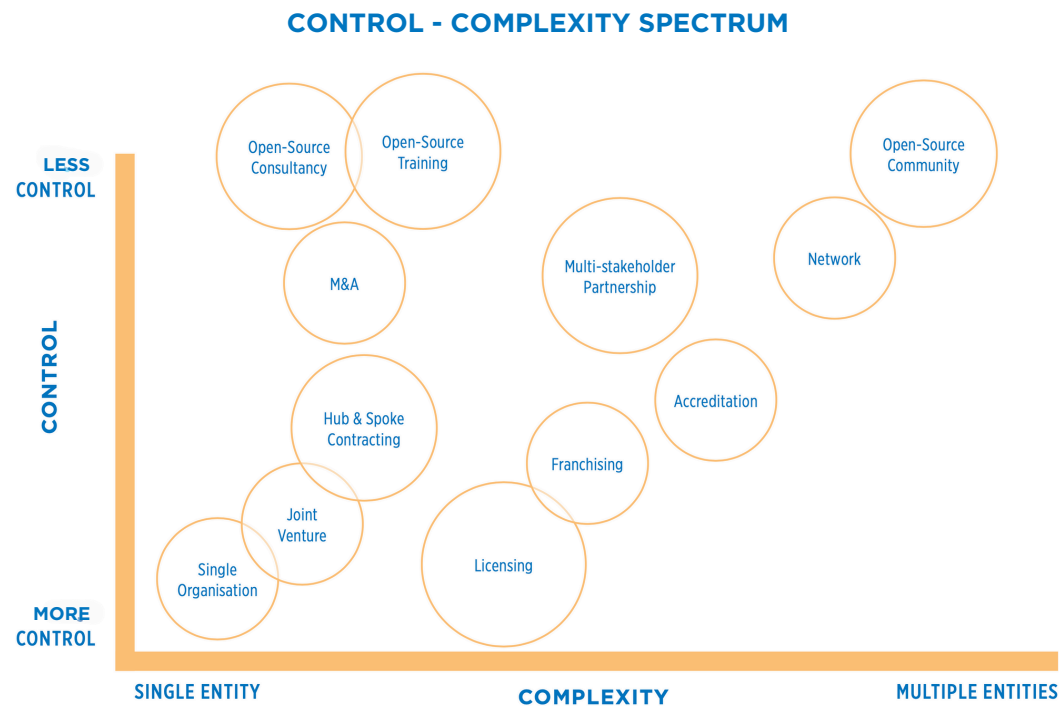


Pathways To Scale

Taking an innovation to scale is a little like climbing a high mountain – not something you undertake lightly! In particular you need to plan your route carefully. Faced with thousands of feet of sheer white walls with the occasional dangerous looking black rock poking its jagged edge through the snow like a knife through a curtain, how do you decide which path to take? It's not as if there are well-worn tracks and clear signposts which you can follow all you have is a lot of very unfriendly and treacherous ground on which to try to make your way.

It's the same with scaling your innovation. Choosing your preferred pathway to scale is a key first stage on the journey.

In particular we need to see the choices available as lying on a spectrum where we trade off additional external involvement with giving up a degree of control. Where are you on this map in terms of your preferred route(s) to scale? With your team identify the possible routes you could take. You don't need to choose one route and stick to it, there maybe a few routes that you want to explore. Identify what those routes are, and then develop ideas for how you might go about testing those routes.



After you have done this, think through what obstacles might impact you on this route/s and what the critical success factors will help you reach scale through this route and complete the exercise below.



Pathways To Scale

EXAMPLE > IDENTIFY YOUR ROUTE

How will you have gotten to scale? Write down your route and the obstacles you will have to over and the critical success factors. We will have reached our scale vision through _____.

route/s

BARRIERS

BARRIER 1

[Redacted barrier text]

BARRIER 2

[Redacted barrier text]

BARRIER 3

[Redacted barrier text]

CRITICAL SUCCESS FACTORS

CSF 1

[Redacted CSF text]

CSF 2

[Redacted CSF text]

CSF 3

[Redacted CSF text]

