

# Social Innovation for Business: Scale & Adapt for Social Impact

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A social innovation is any public or business initiative that supports people in their efforts to flourish and grow.

## Which way do you want to go? Out, Up or Deep

You can scale your SI in different ways:

**Scaling Out:** Impacting greater numbers, deliberate replication to spread geographically and to reach more people in more locations.

**Scaling Up:** Impacting law and policy. Influence the roots of social problems and go beyond the local context.

**Scaling Deep:** Impacting cultural roots of problems & opportunities. Changing quality of relationships and experience, the hearts and minds that open possibilities.

You can also *Cross-cut* these approaches and develop your own style of scaling.

## Scaling and the SI value proposition

Consider how scaling of your SI might impact on the value proposition.

Will scaling:

- affect the quality of what you are offering?
- dilute the impact for each person?
- result in poor outcomes for the environment?
- improve or weaken the SI impact?
- mean an increase in demand for resources which might overwhelm the SI?
- impact on why you are offering the SI and who you are offering it for?



Don't forget to consider your founding conditions, context of the social need for the SI, the resources and support you can access, choices you made about who to partner with and how to achieve impact, and the windows of opportunity - political, cultural and social - that emerge.