Scaling and diffusion: what’s the problem?

- innovation locked on location
- examples of best practice
- slow rates of scaling and diffusion

impact and outcomes for the lucky few
mistaken assumptions about scaling

5 myths
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increasing the pipeline of innovations increases the likelihood of scaling and adoption

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Myth 5: professionals are the key agents of scaling and adoption.
Will the set of practices improve outcomes and users’ experience?

- Can the necessary systems and processes be put in place to support the scaling of this set of practices?
- Can the necessary workforce roles, skills and culture be developed?
- Will scaling this set of practices achieve savings in excess of the investment required for scaling?
- Are the required contracting and payment mechanisms being developed?

SCALABILITY CRITERIA
from international research and experience
three effective approaches to scaling and widespread adoption

- Organic growth
- Mobilising demand
- Enabling conditions
Organic growth

Community of practice
Organic growth

Community of practice

Community of engagement
Organic growth

Community of practice

Community of engagement

Community of interest
Mobilising demand: social movement building

Compelling case for change

Community of practice
Community of engagement
Community of interest

Inspiring guiding vision

Active user and professional network building

Participation pathways