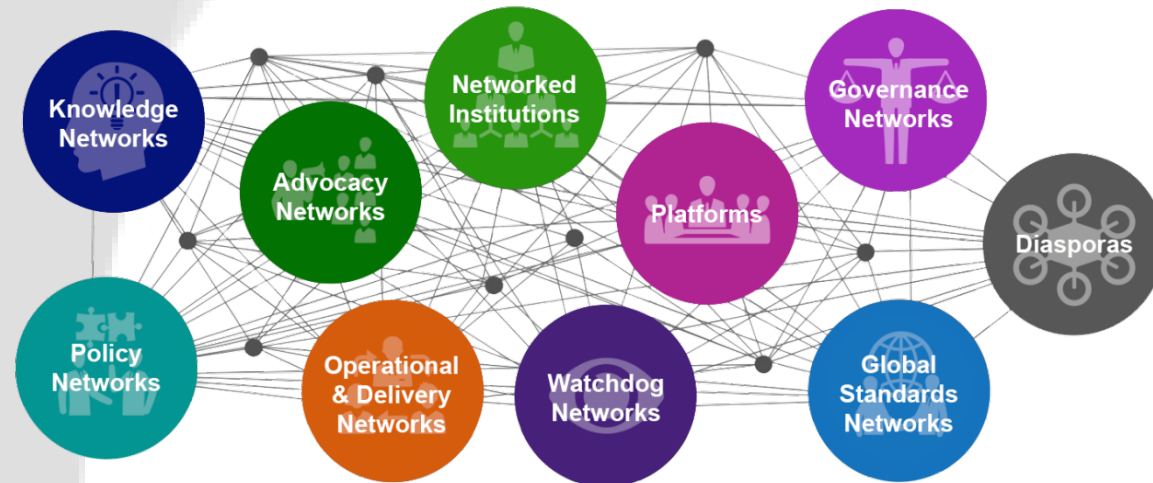




A FIELD GUIDE FOR NETWORK LEADERS

SECTION THREE: SCALE





Welcome to the GSN Field Guide

Section 3: **SCALE**

This handbook, drawing key implications from three years of GSN research, is designed for global problem solvers at every stage of GSN development.

The **SCALE** section of the Field Guide will help network leaders

- Review the GSN approach
- Amplify the impact of an existing GSN
- Expand engagement strategies
- Develop an action plan for scaling



Strategies for Scaling Success



Networks gain strength building on innovation, sharing expertise and eliminating duplication.

- Maximize scalability by enabling all participants to contribute and extract benefits.
- Replicate local success in other regions to leap from local to global.
- Standardize toolkits to increase scale and boost project impact.
- Design platforms that can scale.
- Focus on what network members have in common to amplify the power of success.
- Grow a GSN by narrowing its focus.
- Keep track of what you learn—and share it!



Strategies for Increasing Engagement



The Internet gives rise to a spectrum of engagement options, and a broad channel of influence.

- Find allies in the traditional media to win the battle for attention and influence.
- Use technology to create a greater diversity of engagement options.
- Tap the energy and enthusiasm of youth.
- Break complex tasks into “bite-size” chunks that busy individuals can manage.



Strategies for Engaging Poor Communities



Network leaders must recognize and value local ownership and involvement in development projects.

- Support local ownership and respect local customs.
- Include education and capacity building with service delivery strategy.
- Promote technological skills and awareness within poor communities.
- Selectively target technology-enabled solutions to maximize impact.



Strategies for Promoting Innovation



“Put something out there right away. Your users will tell you what the product should have been.”

Paul Graham, venture capitalist

- Recruit team members and partners with relevant skills in data analytics, social media, design and software development; keep management lean.
- Engage with lead users to discover problem solving opportunities.
- Platform applications are not determined by design, but by users.
- Enable experimentation and rapid prototyping, “fail, fail fast, fail cheap.”

GSN Elements for Action Planning					
IDENTIFY	For Your GSN	Action Needed	Who	When	Obstacles
PROBLEM YOU ARE ADDRESSING					
PURPOSE					
NETWORK TYPE(S)					
IMPLEMENT	Planning for Action - Level 1				
STAKEHOLDERS					
FUNDING					
TECHNOLOGY					
ORCHESTRATORS					
MEASURING SUCCESS					
SCALE	Planning for Action - Level 2				
STRATEGY					
ENGAGEMENT					
INNOVATION					
ACCOUNTABILITY					
MEASURING SUCCESS					

