



SCALING VS. GROWING

The Difference and Why it Matters for Impact



In our decade of helping organisations scale their impact we often see scale being confused with growth.

But there are a few key differences.

So let's get this straight.



#1

Scale is about impacting societal problems. Not growing organisations or solutions.



People confuse growing organisations with scaling impact. **Scaling impact might not mean growing** our organisation at all, if the impact, for example, is achieved by others taking on and delivering the solution at scale.



If you're thinking about scaling as growing your organisation, you're more focused on yourself and your solution than impacting the problem.



Our default thinking is often in terms of growth, such as:

- Organisational growth (more staff, more turnover)
- Reach (more people reached)

But, that's not your ultimate goal.



Your ultimate goal is to scale the **impact and change** you create in people's lives. Making the social problem smaller.



Through growth thinking
your risk:

- Working on the wrong things
- Jumping on funding opportunities even if they're not strategically aligned
- Prioritise approaches to quickly reach lots of people but not actually achieve deep impact and social change.



Scaling your impact might require your organisation to grow. But it might not. And you shouldn't be leading with that assumption.



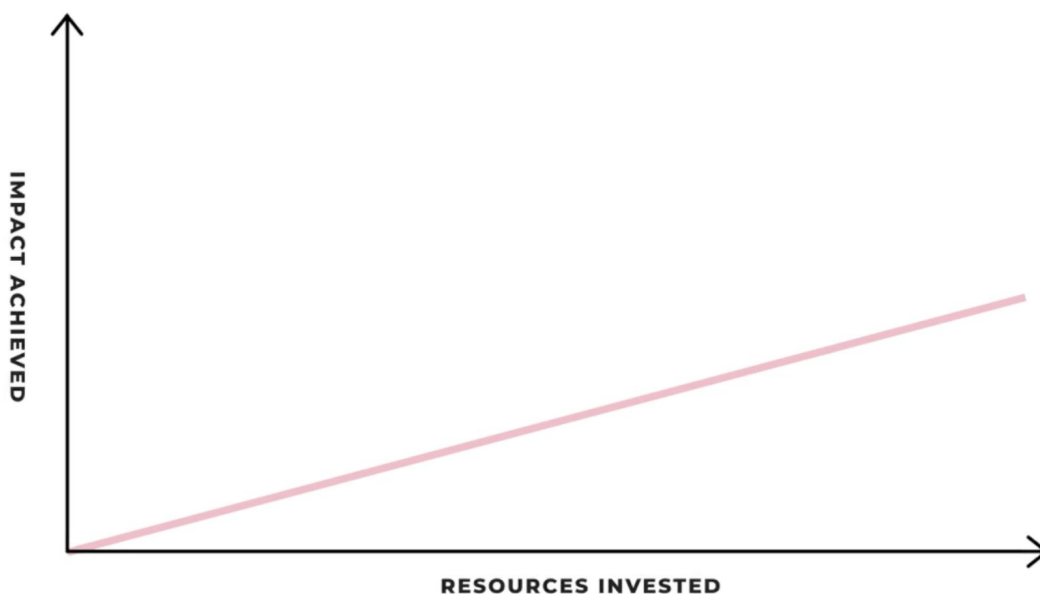
#2

Scale is about chasing exponential increase in impact. With incremental increase in resources.

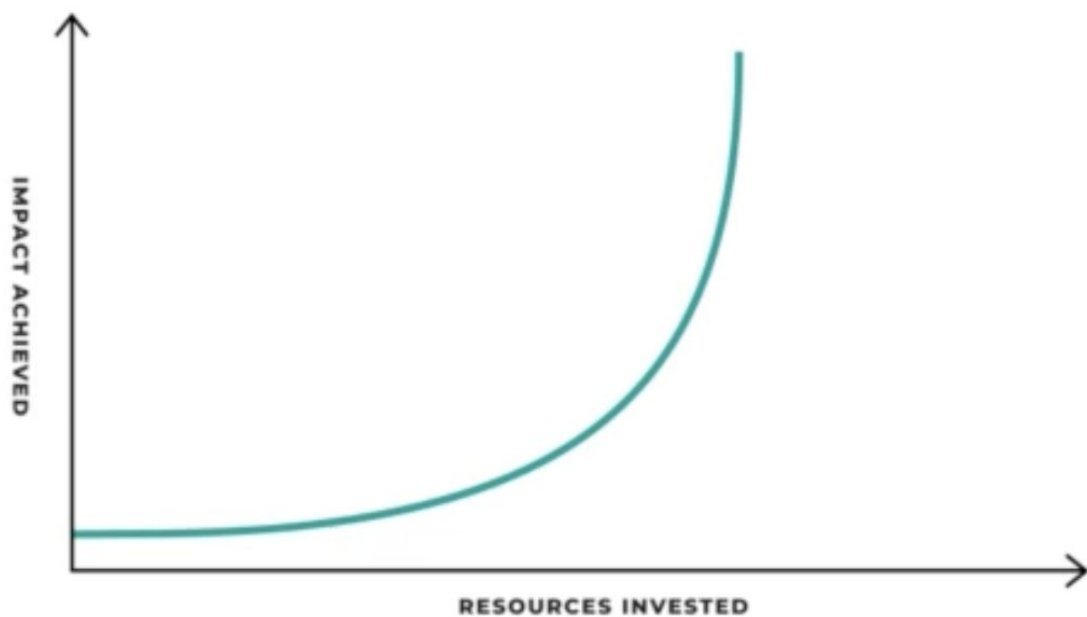


Another difference between scaling and growing is in relation to the resources required.

Any expansion of social impact is going to take at least some increase in resources to get there, whether that be human resources or capital.



But growing typically involves adding resources at the same rate as adding impact, leading to a linear increase in impact.



Scaling, however, differs in that it involves adding resources at only an incremental rate to achieve an exponential increase in impact.



So in summary:

Scaling impact is not about you. It's not about your organisation or your solution.



Scale is about impacting the problem. And doing whatever it takes to make a dent in that problem.

It's about **falling in love with the problem** and holding our solutions lightly.



Finally, scale is also about chasing that exponential curve. That which allows us to **reach further with our resources** than we can if our focus is on growth for the sake of growth.



If you found this useful:

- 1. Follow Spring Impact to help demystify scaling**
- 2. Click the  to get notified about new posts**
- 3. Like, comment, or repost below **