Activity: Global Outreach and Scaling Roles and Responsibilities

Goals

1. Identify and prioritize milestones and next steps for global scaling or expansion planning

2. Identify program staff/stakeholders responsible for moving forward

Prerequisites

Resources Activity: Global Outreach and Scaling Kickoff

Who Should Participate?

Program leadership (strategic thinkers), Program management (tactical thinkers), Program staff (operational expertise)

Length

90-120 minutes

Pre-Work

If they haven't done so already, all participants should read at least Section VI, International Outreach and Scaling, of:

Keonig, Bonnie. *International Engagement for Impact in a Changing World*, 2015. https://www.goinginternational.com/wp-content/uploads/2015/02/international-engagement-for-impact-in-a-changing-world1.pdf

Activity Instructions

1. Start the conversation by having participants review their answers to the questions: Why do we want to scale or expand our program globally and What do we hope to accomplish?

   o Re-use the physical/virtual whiteboard from the activity Global Outreach and Scaling Kickoff or re-write the answers on a fresh board.

   o If participants have had more time to think about expansion since the completion of the Global Outreach and Scaling activity, additional thoughts on scaling may be added at this time.

2. Take a quick sticker vote to rank the goals your program would like to accomplish by scaling. Participants may choose to vote for ideas that are the highest priority, those most likely to be successful, or another parameter.

   o In a sticker vote, each participant is assigned a number of stickers - these can be physical stickers in an in-person event or a specified piece of text (e.g. +1) in a virtual environment. Participants place their stickers or text alongside the options they're voting for, according to the parameters of the exercise (e.g. most important, most likely, most interesting, etc.).

3. For the top vote-getter, ask the group to generate four or five milestones that must be completed in order to reach the goal; for example, "translate the user interface" or "determine a pricing structure for members in [new region/country]."

4. Break into small groups, and assign one milestone to each group. Each group should take 10-15 minutes to identify and list each step it would take to attain that milestone. Have the group write each step on a physical or virtual sticky note.
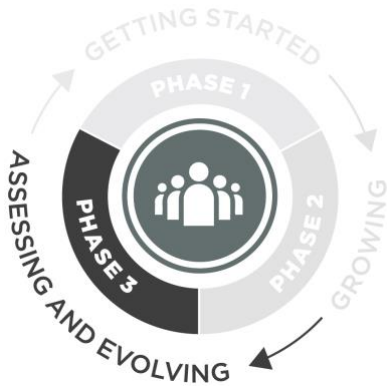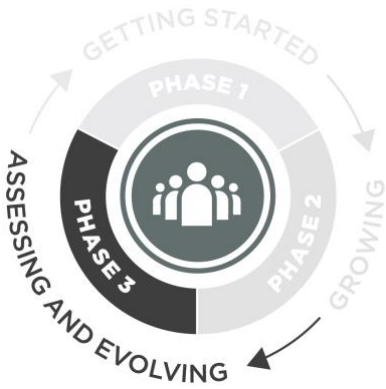
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5. Place the sticky notes under each milestone, and then have groups report back, adding new sticky notes to one another's milestones to add any missing steps.

6. Place the milestones in order by whichever needs to happen first. For example, your program might need to identify a country or region to target first, before determining into which language you need to translate your interface or documentation.

7. Kickoff the project by creating a RACI matrix for the tasks identified under the first milestone (sample on page 3 below).

    o   A RACI matrix is a responsibility chart that maps out each task and milestone or key decision involved in completing a project, and assigns which roles are Responsible for each action item, which are Accountable, and which needs to be Consulted or Informed.

8. Create additional RACI matrices as milestones are achieved.

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RACI Matrix Example

Key:

R: Responsible

A: Accountable

C: Consulted

I: Informed

Milestone 1 Task List	Person 1	Person 2	Person 3	Person 4
Task 1	A	R	C	
Task 2	A		R	I
Task 3	AR			I
Task 4	A	R	I	C