BREAKING DOWN CHANGE INTO SMALL, INCREMENTAL STEPS

The Scalar Approach is used to break down an overall aim into smaller, more manageable steps. When the ultimate change you are trying to achieve is complex and ambitious (as is almost always the case in advocacy and campaigning) it can help you to think about the smaller changes that will have to occur in order to make progress towards your overall aim. It is important that when you are going through the process of breaking down your overall aim, you think about the changes you want to see as a result of your activities.

THE SCALAR APPROACH CAN BE USEFUL IN THE FOLLOWING WAYS:

- For writing future applications – we have found it useful for guiding us when articulating what we want to achieve and how we want to get there during project planning;
- For deciding what different types of evidence we should collect and how to analyse them in terms of their impact – we have used stories of change as our evidence base to better understand where we are and where we want to be;
- In campaigning and advocacy – often the overall aim is so ambitious that you know it may not happen. For it to take place so many other factors and actors would have to come into play. Having the change broken down into smaller steps, helps us to know what it looks like to take a couple of steps towards the goal which is in itself a big achievement and feed into a wider body of work e.g. that of a coalition;
- Guiding our project planning – decide where to focus our efforts;
- Being able to report to funders – with the Scalar approach we can say to funders, we might not have been able to reach the overall goal but this is what we have achieved and this is how it fits in to our overall aim. This is how we know we are on track; this is how we are contributing to a wider change.