

AIMS INTERROGATION

QUESTION	EXAMPLE
<p>1. Is your aim going to be co-created and co-owned by the people most impacted? How will you ensure that happens?</p>	
<p>2. What is “full scale” for what you seek to spread? What units (e.g., regions, groups, organizations, people) do you need to reach to be at full scale?</p>	<p>Playworks could have chosen districts, schools, teachers, kids or communities; what they landed on was elementary schools in the US, of which there are 66,000.</p>
<p>3. Where are you presently in the expansion process? (Have you completed a prototype? A pilot? A first wave of spread?) How many regions/groups/organization (pick your unit) are currently benefitting from your intervention and how long has it taken you to get to your current state?</p>	<p>Playworks completed a prototype (1 school) in 1996, a pilot (10 schools) by 2001, a first spread phase (129 schools) by 2008, and a second spread phase (930 schools) by 2015.</p>
<p>4. If you were to observe the rule of 5x-10x, how broadly would you reach in the next phase of expansion?</p>	<p>Since Playworks was already in nearly 1,000 schools, a 5x to 10x for them would be somewhere in between 5,000 and 10,000 schools. They settled on 6,600 schools (which is also one tenth of “full scale”).</p>
<p>5. Can you specify “how much, by when?” That is, can you determine the timeframe on which you will achieve your aim, ideally sometime within the next 18 months to five years?</p>	<p>Playworks committed to meeting their aim by December 31st, 2020, or four years from the time they set it.</p>

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<p>6. Will achieving your aim prioritize the people who have been most harmed by the problem you seek to solve?</p>	
<p>7. Can you determine whether your aim will 'excite' or 'overwhelm' your team and your target audience?</p>	<p>Playworks socialized its aim with its extended staff and determined that most people were exhilarated by it.</p>
<p>8. Can you 'rate' your aim? Can you 'chunk' it?</p>	<p>Playworks has 23 regions and four business lines, each of which now has annual targets for their contribution to the overall aim. These are broken down into monthly goals. The regions and business lines are the 'chunks' and the monthly goal is the 'rate.'</p>
<p>9. How will you give your aim primacy? What milestones will you celebrate? How?</p>	<p>Playworks brought their entire staff of several hundred into the aim at their annual Play Summit through a very deliberate roll-out process that included extensive use of public narrative (story of self, us, and now), engaging key thought leaders in communications. Playworks starts each weekly staff meeting by facing into the data on progress toward this aim.</p>