URL: https://stvp.stanford.edu/clips/people-arent-widgets

Julayne Virgil, CEO of Girls Inc. of Alameda County, discusses the difference between scaling social services versus ramping up the production of objects. When the goal isn't necessarily about outcomes, but simply how many people you interact with, resource allocation gets messy. The time, energy and intensity needed to help others aren't resources that can be easily portioned, Virgil explains.

Transcript

- When you're scaling, it's different when you're talking about scaling something that's technology and it's widgets.. It's a product, something that you can create and you can say, great, I want 10,000 more of them.. It's very different when you're talking about people and the impact on people, because you can invest time and the same time you invest in one person, it might take twice as much to get the same result from another person.. So as you're thinking about scaling with human-intensive engagement, it's a different story.. But I think it's important because, you know, scale is the name of the game, because we're saying, scale, scale, how do we scale? It is important to think about how do you scale when you're talking about human beings, and saying okay, well I'm going to assign this amount of time, and energy, and intensity to you, whether or not you get the outcome.. Well, is the goal the outcome, or is the goal how many people you touch? So I think those are questions you have to ask as you're talking about scaling human-intensive projects...