

Personas

Personas consolidate archetypal descriptions of user behavior patterns into representative profiles, to humanize design focus, test scenarios and aid design communication.



SCALE GROWTH TOOL

SURVEY > STATUS QUO > STRATEGY > ACTION PLAN



POSITION AND ROLE OF THE GOVERNMENT				
A. ON THE BOUNDARY	B. ACTIVE STAKEHOLDER	C. ACCELERATING FORCE	D. BALANCING FORCE	E. BETHINK ROLE
I. YOUNG & SAGER	II. STRONG & MATURE	III. UPRIGHT & BALANCING		
Government is a facilitator of the private sector's growth. It provides a supportive environment for the private sector to thrive. It is a young and eager player in the ecosystem.	Government is a strong and mature player in the ecosystem. It provides a supportive environment for the private sector to thrive. It is a strong and mature player in the ecosystem.	Government is an upright and balancing player in the ecosystem. It provides a supportive environment for the private sector to thrive. It is an upright and balancing player in the ecosystem.		
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ACCELERATE THE CAPITAL	ACCELERATE THE TALENT	ACCELERATE THE CONTENT	ACCELERATE THE CLIENTS
Best Practice 1	+	+	+
Best Practice 2	+	+	+
Best Practice 3	+	+	+



SELF ASSESSMENT

On a SCALE from 1 to 5 you can answer each question by reflecting on your cities' ecosystem. Schedule a group meeting and invite an expert of each domain from your city. In this way you can assess the entire scope of your cities' status quo in each domain.

AMBITION & ROLE CITY

Your most important results are then associated with Best Practices, which help you to translate your newest learnings into concrete action plans. If there are still remaining questions, you can contact the **SCALE CITY** Best Practice experts for further help and advice.

ACTION PLAN

Choose the most relevant Best Practices and initiatives for your ecosystem. Design your action plan.