# Service Expansion:
## A Reflection Tool

RDN
Regional Development Network
Réseau de Développement Régional

Réunir les
communautés régionales
D'EXPRESSION ANGLAISE DU QUÉBEC

Connecting
QUEBEC'S REGIONAL
ENGLISH-SPEAKING
Communities

# To expand your service offer or not?

# That is the question.

# To consider:

## Community Needs

Is there a clear demand for the new service within your target community?

## Resource Availability

Do you have the necessary staff, funding, and infrastructure to support the expansion?

## Mission Alignment

Does the proposed service fit within your organization's core mission and values?

## Sustainability

Can the service be maintained long-term without overextending your organization?

## Risks and Benefits

Have you weighed potential risks against the expected benefits of expanding services?

# Community Needs

Is there a clear demand for the new service within your target community?

- Is there a gap in existing services that your expansion will fill?
- How have you identified and validated this need (surveys, community input, etc.)?
- Who are the primary beneficiaries of this new service, and how will it impact them?

# Resource Availability

Do you have the necessary staff, funding, and infrastructure to support the expansion?

- Do you have the necessary financial resources to launch and sustain the service?
- Are there staff members with the required skills and capacity to manage the expansion?
- Can your current infrastructure (space, technology) support the additional service?

# Mission Alignment

Does the proposed service fit within your organization’s core mission and values?

- How does this service directly contribute to fulfilling your organization's mission?
- Will this expansion shift focus away from your existing services or priorities?
- How will the new service complement or enhance your current offerings?

# Capacity for Sustainability

Can the service be maintained long-term without overextending your organization?

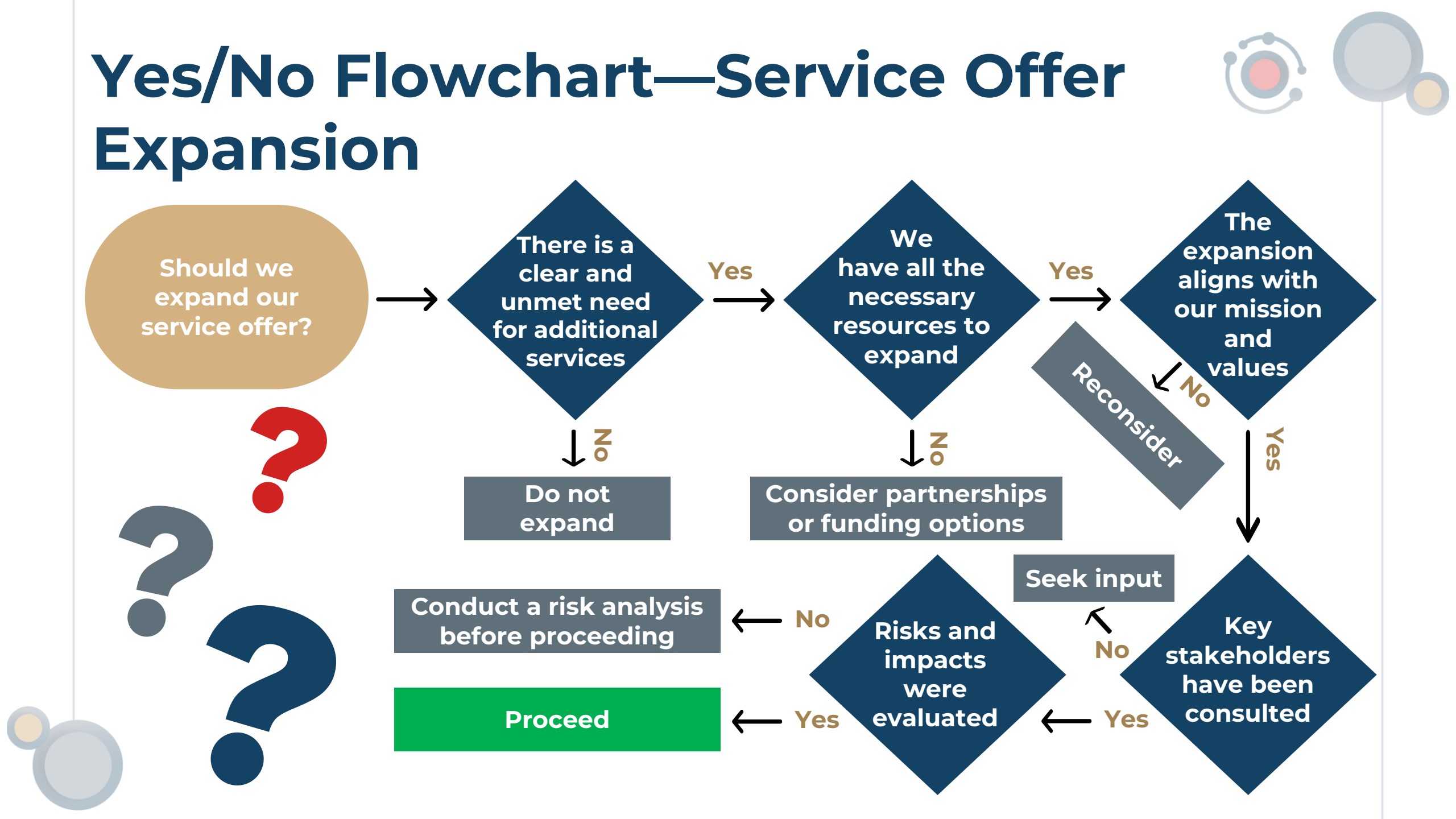
- Are there funding sources available to support the long-term sustainability of the service?
- Can you scale the service effectively if demand grows over time?
- How will you measure the success and impact of this expansion to ensure it remains viable?

# Risk and Benefit Balance

Have you weighed potential risks against the expected benefits of expanding services?

- What are the potential risks (financial, operational, reputational) involved in the expansion?
- What are the short- and long-term benefits to your organization and stakeholders?
- How will you mitigate risks while maximizing the potential positive impact of the expansion?

# Yes/No Flowchart—Service Offer Expansion



RDN created this tool with the financial support of the: