

The Concept of Positive Deviance

In every community there are certain individuals or groups whose **uncommon behaviors** or strategies enable them to find **better solutions** to a problem than their peers, while facing similar challenges and constraints & having access to **same resources**.

		Outcome Status	
		Good	Not Good
Risk Status	"Worse Off"	PD	
	"Better Off"		

Positive Deviance: The Key Steps

There are 5 steps to the Positive Deviance method carried out by members of the community:

1. **D**efine the problem
2. **D**etermine presence of PD individuals
3. **D**iscover existing uncommon behaviors & strategies
4. **D**esign and develop initiatives to leverage these solutions to the whole community
5. **D**iscern the effectiveness of initiative (M & E)

Positive Deviance in Organizations

