



WOODWARD  
LEWIS

Facilitating change – positively and effectively

## positive deviance



**POSITIVE  
DEVIANCE**  
INITIATIVE

### **A practical, low cost way of tackling intractable problems – and the next “big thing”?**

In any situation where most of a community have a chronic problem there are usually a few individuals who manage to remain resilient, to beat the odds. Jerry Sternin, the founder of the Positive Deviance Initiative, terms these people the “positive deviants”, who manage to achieve more in the same context and with the same resources as everyone else. Groups can be taught how to find and learn from “positive deviants” and in this way make deep and lasting change, including 100% reduction in operation site MRSA infections, 60% improvement in sales performance and 63% reduction in childhood malnutrition.



#### **Jerry ran a seminar for us and client comments included:**

“I’ve been waxing lyrical to my managers about positive deviance since I returned”

“What a wonderful man, and what a great approach to managing change and minimising resistance”

“it is amazing what PD has achieved and I learned how to put this into my area of work.”

Having succeeded with tough issues such as teenage pregnancy, truancy and MRSA infection, business, healthcare and academia have taken up his approach and he is now applying it to difficult organisational performance issues, such as reducing staff turnover, promoting diversity, increasing sales and health and safety. PD is used by companies such as Merck, Goldman Sachs and large US health authorities.

Woodward Lewis has a unique relationship with the Positive Deviance Initiative in Boston, and Jane Lewis is being mentored by Jerry in applying this approach. Current applications include – helping social workers to complete performance information, finding ways of reducing staff turnover in pressurised departments, and encouraging tenants to keep their houses in better order.

Perhaps we can help you to support your teams.

#### **For further information:**

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