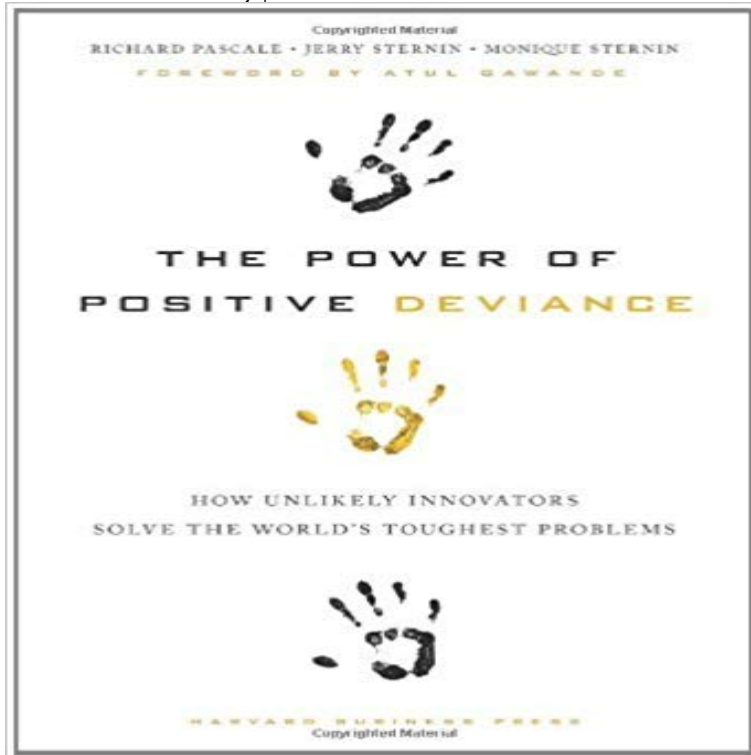


# The Power of Positive Deviance: How Unlikely Innovators Solve the Worlds Toughest Problems



Think of the toughest problems in your organization or community. What if they already been solved and you didnt even know it? In *The Power of Positive Deviance*, the authors present a counterintuitive new approach to problem-solving. Their advice? Leverage positive deviants--the few individuals in a group who find unique ways to look at, and overcome, seemingly insoluble difficulties. By seeing solutions where others dont, positive deviants spread and sustain needed change. With vivid, firsthand stories of how positive deviance has alleviated some of the worlds toughest problems (malnutrition in Vietnam, staph infections in hospitals), the authors illuminate its core practices, including: Mobilizing communities to discover invisible solutions in their midst

Using innovative designs to act your way into a new way of thinking instead of thinking your way into a new way of acting

Confounding the organizational immune response seeking to sustain the status quo Inspiring and insightful, *The Power of Positive Deviance* unveils a potent new way to tackle the thorniest challenges in your own company and community.

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