



Positive Deviance and Change Leadership

The Positive Deviance (PD) Approach is based on the observation that in every community, there are some individuals or groups, whose uncommon behaviors and strategies allow them to have more successful outcomes than their neighbors, even though they face the same constraints and have access to the same resources. When trying to solve complex social, organizational, or interactional problems one can identify what enables these individuals (positive deviants) to succeed, and then amplify those practices. While most change management is problem-focused, identifying needs, deficits, and gaps, the PD approach is an asset-based solutions approach to problem-solving.