

Philadelphia Region Organization Development Network

March 26, 2008

Big Problems + Small Interventions = Big Change

The Power of 'Positive Deviance'

Presenter:
Lisa Kimball, Executive Producer
Group Jazz

Organizations spend millions to identify "best practices" and disseminate them through training and knowledge management initiatives. In contrast to most 'best practice' approaches, Positive Deviance (PD) is a change methodology based on the insight that knowledge alone doesn't change behavior. If it did, nobody would smoke and everyone would floss. The primary hypothesis of PD is that within any organization, there are people whose unique behaviors allow them to find solutions to problems that most in the organization find impossible to solve.

They have the same resources as everyone else and they work within the same culture under the same constraints as everyone else and yet they have found a better way. The PD approach offers a way to engage everyone at all levels, from all parts of the organization to identify those members, discover their "positively deviant" practices, and design collaborative approaches that enable everyone to adopt or create practices that work in their unique situation.

In this session, you will learn how the use of PD in a major initiative combats hospital acquired "SuperBug" infections and where it fits with other approaches to organization change.

Presenter:

Lisa is Executive Producer of Group Jazz, a company that supports the work of purposeful groups - teams, communities, task forces, organizations. Group Jazz brings together the best processes, tools, technologies, media, consultants, cast members and practitioners to create great group experiences that support action. She has deep experience in facilitating groups. Lisa also coaches facilitators and leaders.

Lisa has worked for more than 25 years for clients including government agencies, corporations, nonprofit organizations, and educational institutions. For the past two years she has been working with hospitals and health care facilities applying the Positive Deviance approach to eliminating transmission of hospital acquired "superbug" infections.

Previously, Lisa was part of the team at the U.S. Office of Personnel Management that designed selection, training, and development programs for members of the Senior Executive Service. She later served as President of The Professional Managers Association in Washington, DC and represented members' interests before Congress, Federal agencies, and the media.

Lisa is on the Board of the Organization Development Network and Plexus Institute, a non-profit focused on applying ideas from complexity science to solve social and organizational problems.

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For Directions and Registration: www.prodn.org

Date: March 26, 2008
Time: 5:30-6:15 PM Networking; 6:30-8:30 PM Program
Location: PCOM, City Avenue, Philadelphia