IMPLEMENTING AND LEADING POSITIVE DEVIANCE

April 23rd and 24th, 2015
Saïd Business School, University of Oxford

with

Professor Arvind Singhal
Director, Social Justice Initiative, University of Texas at El Paso and Fellow of the Clinton School of Public Service

Lars Thuesen
Former head of development, Danish Prison and Probation Service and Founder/Director of WIN - the Welfare Improvement Network

Jane Lewis
Founder and Director, Hidden Insights Europe Ltd

Special Guests:

Monique Sternin
Adjunct Professor, Friedman School of Nutrition, Tufts University and co-founder, the Positive Deviance Initiative

Mark T Munger
Senior Consultant, Plexus Institute
By attending this interactive workshop, you will learn and discuss:

- how positive deviance works to solve complex and “wicked” problems and change behaviour
- when to use PD and its step-by-step process, including creative improvisations
- more about its versatility and universality – always culturally appropriate
- about recent case studies and applications — global and local, across sectors and topics
- how PD compares with other change approaches
- opportunities and barriers to implementation in your world

The programme builds in networking time and the audience includes practitioners, policy-makers, leaders and academics from around the world, in the fields of healthcare, public health, local and national government, social services, and commerce.

---

**Programme**

**Seminar Room A, Saïd Business School**

**Day one – 9.30 – 4.30**

**Positive Deviance Appetizer**

**Challenges and takeaways**

**How to get started with PD**

**The PD Path:** Data and evidence, sustaining motivation and progress
Finding the positive exceptions and spreading success
Designing PD interventions

**Recent case studies:** Including MRSA/healthcare; criminal justice/re-entry into society; parenting/vulnerable families

**PD sense making:** reflection; exploring the network and possibilities for co-operation

**Celebrity interview with Monique Sternin**

**4.30 – 7.30**

Time for networking, socialising, sightseeing

**Evening**

7.30 Networking Dinner in Saïd Business School West Wing Dining Room
Day Two

Unconference

9.30 – 4.00

Design your own day, talk to the people you want to meet

The format of the day will emerge and flex, working with the knowledge and interests in the room

“Shift and Share” sessions to choose from include:

- Andrej Findor, University of Bratislava, Slovakia – Integration of the Roma community
- Drs Martine Bouman and Sarah Lubjuhn, Center for Media and Health, Gouda, Netherlands - explaining enhanced psychological resilience in immigrant young people
- Chris Eldridge, Save the Children, Thailand – integrating people back into society
- Nobuyuki Ota, Valeocon, Japan – experiences in commercial organizations
- Professor Graham Lister, South Bank University, London – measuring and valuing wellbeing as an outcome/ROI of behaviour change programmes
- Professor Yoko Kawamura, Kumamoto University, Japan – PD and cancer screening practices in Japan

We will also ensure we focus on issues and challenges raised by participants. From your booking forms, these include:

- Developing a university centre of excellence for PD
- Applying PD to issues of integration, community cohesion and tolerance
- Leadership for and with PD
- Raising funding for PD work
- Starting slowly to go quickly – getting the foundations right, finding data, enabling the community to make their invitation for help

Continuing the conversations

Review and next steps

4.00 – Close
Facilitators

Professor Arvind Singhal

Arvind Singhal, Ph.D., is the Samuel Shirley and Edna Holt Marston Professor and Director of Social Justice Initiative at The University of Texas at El Paso, and appointed (since 2009) as the William J. Clinton Distinguished Fellow, Clinton School of Public Service, University of Arkansas. He teaches and conducts research in the diffusion of innovations, the positive deviance approach, organizing for social change, the entertainment-education strategy, and liberating interactional structures. His research and outreach spans sectors such as health, education, sustainable development, civic participation, and corporate citizenship. He is a leading scholar and professor of the positive deviance approach (including three books on the topic and over a dozen case studies and peer-reviewed articles). Arvind has taught courses and implemented workshops on the positive deviance approach for educators, health practitioners, and business leaders in several countries of Americas, Europe, Asia, Africa, and Latin America. He can be contacted at asinghal@utep.edu

Jane Lewis

Jane Lewis has led positive deviance implementation in the UK, including organisational applications in adult care services, and agencies involved in the Troubled Families Initiative, to discover hidden solutions to longstanding problems. She has also facilitated community applications for teen pregnancy, parenting, domestic abuse and sustaining tenancies. Jane is an experienced change management practitioner and project manager who has worked extensively with the public and private sectors.

She is a graduate of the Oxford University/ HEC Paris Coaching and Consulting for Change Master’s programme. Jerry Sternin, the “father” of its application to wicked problems, mentored her early PD work. Jane has spoken at universities and conferences about applications of PD to developing people in organisations and communities to create real engagement, build resilience and reduce dependency. She has also written a range of articles, book chapters and blogs on the subject. She is a fellow of the Royal Society of Arts and a Member of Chartered Institute of Personnel and Development. She can be contacted at: jane.lewis@hiddeninsights.co.uk

Lars Thuesen

Lars has 20 years experience as a change leader in the public sector. Most recently he held the position as head of innovation in the Danish Ministry of Justice, Department of Prison and Probation. In 2014 Lars founded WIN – the Welfare Improvement Network.

Lars is deeply passionate about solving some of the most pressing social challenges in our welfare societies. In his work he facilitates change processes combining the best from different approaches to obtain the best possible impact.

Lars has a MSc in political science and a MSc in Coaching and Consulting for Change from HEC/ Oxford University, where he also trains executive students in the Positive Deviance methodology. He trains and facilitates all over the world including Denmark, Morocco, UK, France, Canada, Slovakia, OECD, the Baltic countries and Greenland. His e-mail is: lars.thuesen@win-org.eu.
Monique Sternin
Monique Sternin is the co-founder of the Positive Deviance Approach & Initiative, and Adjunct Associate professor, at Tufts University Friedman School of Nutrition Science and Policy.

Over the past 25 years, Monique has been involved in developing and promoting the Positive Deviance Approach, an asset-based method to solve complex problems requiring behaviour and social change which she pioneered with her husband Jerry Sternin in Viet Nam.

Born and raised in Paris, France, she did her graduate studies at the University of Paris in American literature and civilization. She also holds a Master Degree in Education from Harvard University and a non-degree certificate in adult education from Boston State College.

She has developed the PD methodology in a variety of international public health issues including childhood malnutrition, maternal &newborn mortality & morbidity, anemia prevention & eradication in adolescent girls, polio eradication, advocacy against female genital cutting, condom negotiation and usage by commercial sex workers.

In the US, Monique has been involved in pioneering the use of the PD approach to eradicate and prevent hospital acquired infections (specifically MRSA) in 6 US hospitals in collaboration with the Plexus Institute under a Robert Wood Johnson grant. Besides consulting in the use of the PD approach in new fields, Monique conducts PD orientation sessions at various academic institutions.

She has trained hundreds of individuals and organizations in the art of PD facilitation in their fields, coached and mentored dozens of consultants, and collaborated in the production of various PD training manuals for different sectors. She can be contacted at: Monique_sternin@hotmail.com

Mark Munger
Mark Munger is a senior consultant with the Plexus Institute, Washington, D.C. USA. He is an experienced organization consultant and educator, and has been part of the Positive Deviance ‘movement’ in the US since its inception.

He has used the adaptive positive deviance approach to behavioral and social change in hospital and health care settings, schools facing significant challenges, and urban and rural food systems. He has worked in Denmark over time for the Prison and Probation Service of the Danish Ministry of Justice, and in such varied settings as clinical trials in oncology research and treatment.

Mark lives with his family in New York City, and is a graduate of Princeton and Harvard Universities. He can be contacted at marktmunger@mac.com
Further Information


- **Pascale RT and Sternin J (2005)** *Your Company’s Secret Change Agents*, Harvard Business Review 83 (5, May) 73 - 81


- **Singhal A, Dura L** (2010), *Protecting Children from Exploitation and Trafficking - Using the Positive Deviance Approach in Uganda and Indonesia*


- [http://www.youtube.com/watch?v=uUBmyVZTcq4](http://www.youtube.com/watch?v=uUBmyVZTcq4) (Jerry Sternin Interview, Part 1, July 2008)

- [http://www.youtube.com/watch?v=jzW5j8WbeP8](http://www.youtube.com/watch?v=jzW5j8WbeP8) (Jerry Interview, Part 2, July 2008)

- [http://www.positivedeviance.org/resources/wisdomseries.html](http://www.positivedeviance.org/resources/wisdomseries.html) (PD Wisdom Series)

**Books Featuring PD:**
