

Step 1:

Identify “positive deviants “, i.e., organizations that consistently demonstrate exceptionally high performance in an area of interest.



Step 2:

Study organizations in-depth using qualitative methods to generate hypotheses about practices that allow organizations to achieve top performance.



Step 3:

Test hypotheses statistically in larger, representative samples of organizations.



Step 4:

Work in partnership with key stakeholders, including potential adopters, to disseminate the evidence about newly characterized best practices.