1 DEFINE THE PROBLEM

- What are the current perceived causes?
- What are the challenges and constraints?
- What are the common practices and desired outcomes?

2 DETERMINE THE POSITIVE DEVIANTS

- Assemble data to enable you to look for trends.
- Describe your data sources and methods of analysis (e.g. complete a p-chart).
- What are the positive outliers?

3 DISCOVER WHAT EXPLAINS THE POSITIVE DEVIANTS (UNCOMMON BUT SUCCESSFUL PRACTICES)

- From your data analysis...
- From your inquiry, interviews, and observations...
- From your review of the literature...

4 DESIGN MECHANISMS FOR SPREAD AND SCALED IMPACT

- How can community members practice the desired behaviors?
- How can community members understand what they can adapt?
- How can community members monitor their progress?