

Introductory Guide to the Concept of "Positive Deviance"

Presented by www.powerofpositivedeviance.com

Behavioral and social change is often deemed a necessary solution to various community issues. However, the decision to force such changes is often misguided and simply based on fundamentally misguided beliefs regarding the behavior or social standard in question.

When such community issues are observed and analyzed at an objective level, in many instances the underlying problem can actually be viewed in a new light - one which views the "problem" as having an overall positive effect, either on the individuals exhibiting supposedly problematic behavior, the community at large, or both.

This in essence is what "Positive Deviance" is, and there are numerous examples of it in today's society. Almost no situation is ever black and white, and it is more important than ever to understand this fact and approach new and/or unfamiliar community issues with an open mind. Doing so can help to identify many supposedly "problematic" behaviors as overall positive ones instead. These behaviors can then be accepted by society, if not outright promoted, rather than being viewed as detrimental conduct that needs to be eradicated.

Learn more about Positive Deviance at www.powerofpositivedeviance.com