



# POSITIVE DEVIANCE INITIATIVE

LISTSERV NEWSLETTER

December 2009

Announcement!

→ DON'T FORGET!

## Reminder: REGISTER NOW!

For The First Regional PD Forum

Registration closes 12/31/2009

The First Regional  
Positive Deviance Forum: From Villages to  
Hospitals, Success Stories Against All Odds

**Le Meridien Nirwana Golf + Spa Bali  
Bali, Indonesia  
January 19-21, 2010**

To read more about the forum and to register, please  
visit the following link:

[http://www.positivedeviance.org/news\\_events/  
events.html](http://www.positivedeviance.org/news_events/events.html)

The goal of the forum is to help expand regional PD  
networks and to allow participants to get  
exposure to different PD applications. The forum is  
a collaborative effort between The Positive Devi-  
ance Initiative (PDI); The Positive Deviance Re-  
source Centre (PDRC); UNICEF; School of Public  
Health (University of Indonesia); and The Ministry  
of Health of the Republic of Indonesia,  
Department of Community Health and Nutrition.

## New: Audio Section on PDI Website



Check out the new “Audio” section of  
the PDI website, listed under  
“Resources.”

Our featured audio clip is an interview  
with PDI co-founder Jerry Sternin conducted by  
Michael Bungay Stanier. Michael Bungay Stanier,  
founder and Senior Partner of Box of Crayons,  
conducts interviews with “great” people about their  
views on “great work.”

During the interview (28 minutes) Jerry and Michael  
discuss:

- the origins of PD in Vietnam in 1990 – and  
how a crisis gave birth to a new approach to  
change
- cover the broad principles of PD – simple and  
powerful
- dig down into some of the counter-intuitive  
genius of PD – including how you look for  
people least likely to succeed to find the seeds  
of future success

To access the audio from this interview please visit:

<http://www.positivedeviance.org/resources/audio.html>

NEW

## New “Research” Posts on PDI Website

Check out some of our new additions to the “Research” section of the PDI website. We’ve recently added research papers which deal with a variety of topics - from gender equality in Brazil, to agricultural development in Kenya. Just look for the blue “NEW” sign to locate our newest additions.

Visit: [http://www.positivedeviance.org/research\\_evaluation/research.html](http://www.positivedeviance.org/research_evaluation/research.html)