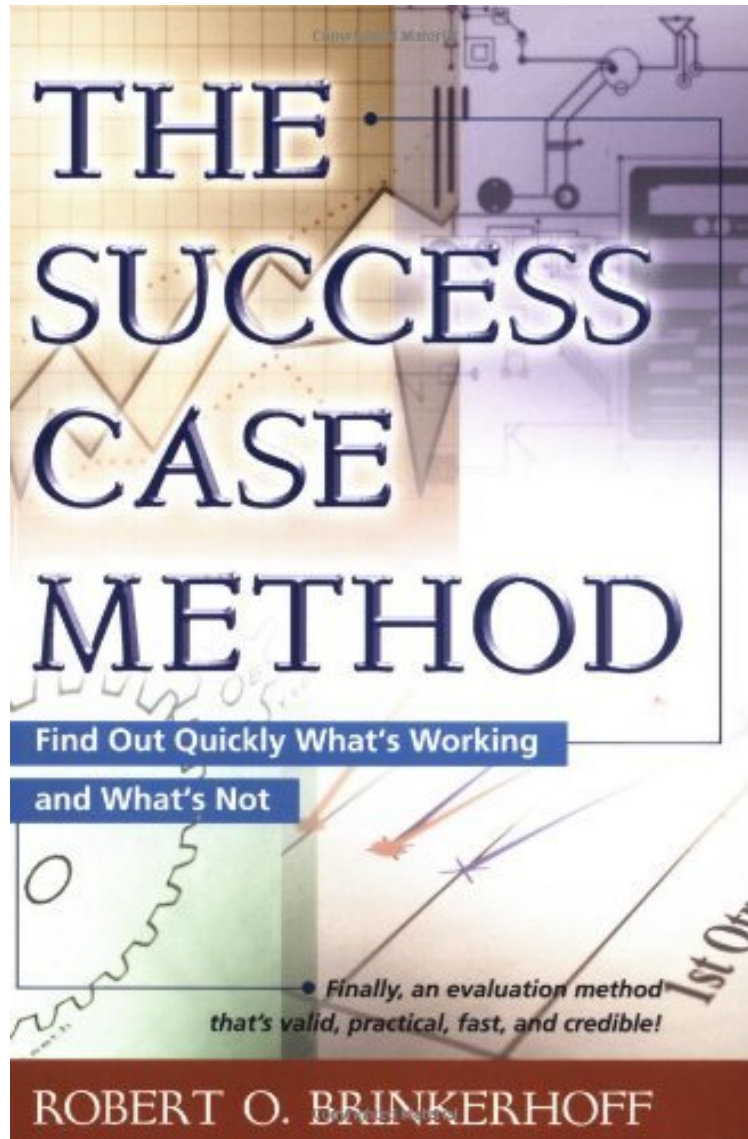


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The Success Case Method: Find Out Quickly What's Working and What's Not

Robert O. Brinkerhoff

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The Success Case Method (SCM) offers a simple, carefully crafted way of determining how well a new organizational initiative is working. Already shown to be effective in dozens of organizations, SCM is based on five steps: focusing and planning the study; clearly defining what outcomes will be considered ""success""; identifying success cases; conducting interviews to learn exactly how success was achieved; and communicating results throughout the organization.

"Brinkerhoff's Success Case Method is a clearly written practical guide to identifying changes in organizations that have a high probability of producing results. Always on the lookout for strategies that provide direction for improvement, good managers will find this book both provocative and directive in identifying effective change strategies. The many examples and step-by-step directions provide the basics that are needed to implement SCM. This book adds a very useful tool to the toolkit of managers and evaluators.About the AuthorRobert O. Brinkerhoff, Ed.D., an internationally recognized expert in evaluation and training effectiveness, has been a consultant to dozens of major companies and organizations in the United States, South Africa, Russia, Europe, Australia, New Zealand, Singapore, and Saudi Arabia. Rob's clients include American Express, Anheuser-Busch, Anglo-American Corporation (Johannesburg), the Federal Aviation Administration, Compaq, Canadian Tire, EDS Corp., QUALCOMM, the U.S. Postal Service, and the World Bank.