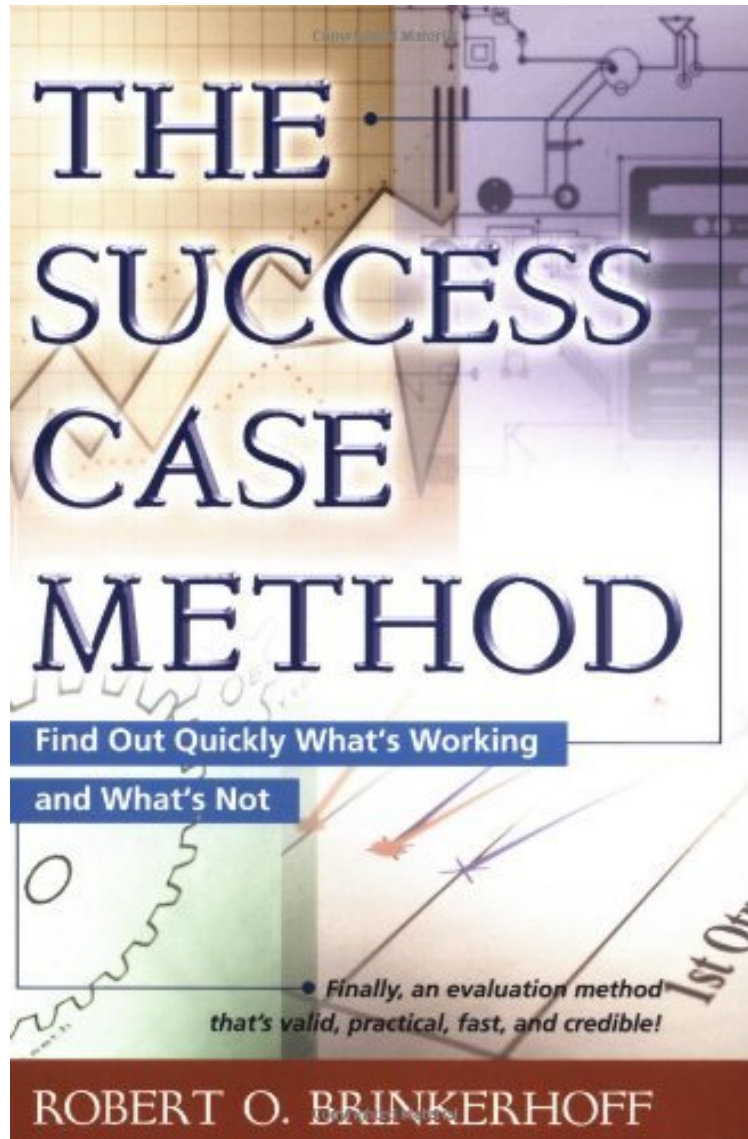


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The Success Case Method: Find Out Quickly What's Working and What's Not

Robert O. Brinkerhoff

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Robert O. Brinkerhoff : The Success Case Method: Find Out Quickly What's Working and What's Not before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Success Case Method: Find Out Quickly What's Working and What's Not:

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2 people found the following review helpful. It Workd for This Non-StatisticianBy Jean FranzblauThis book was recommended to me by a colleague and mentor, Peggy, who adores quantifying and qualifying things. I'm not a numbers person; this is why I was picking her brain.My goal was to figure the ROI of my newest training program. I wanted to be sure that I could speak to the more analytical client intelligently. (These are the folks who really don't appreciate gut feelings - they want data!)I didn't need to read the book cover to cover. I was quickly inspired to create my first Sucess Case Method survey. [...]Good luck with this book. I think you'll find it readable and user friendly.[...]8 of 8 people found the following review helpful. Similar to the case methods used by Harvard MBAs.By Alex PronoveHarvard's MBA program is renowned for successfully defining and (usually) solving business problems through its case method.In this book, the author discusses an approach that's similar to the case method employed by the Harvard program.Judging the book on its own merits, the first thing I noticed was how lucid the explanation of the method was. One could tell that the content was edited scrupulously. There was no extraneous fluff or irrelevant material.The second thing I noticed was how persuasive the author was in promoting this particular method. He presented both reasons and anecdotes to support each step.The author succeed in demonstrating that the Success Case Method can be an effective tool before, during, and after undertaking any Business Process Improvement project. In truth, this method belongs in the toolbox of anybody tasked with any kind of Change Management initiative.I'll close by paraphrasing the author.What does this method do for you? It provides answers, that's what it does. In particular, the method helps you answer four key questions about any change initiative.1. What is really happening?2. What are the results?3. Are the results of value to us, in other words, are these the results we want?4. Can the situation be improved, and, if so, how?These questions can be asked of an existing situation to diagnose whether that situation needs to be changed. These same questions should also be asked after the changes have been made. In the former, the answers will provide you with clues to decide whether the situation needs to be changed. In the latter, the answers will measure the effectiveness of the changes you made.

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.