



# 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.

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