Adapted Success Case Overview

Purpose – to provide a general overview and best practices for conducting focus groups to collect data

Robert O. Brinkerhoff's Success Case Method was originally designed to provide relatively quick, low resource evaluation of training interventions. However, with some minor adaptations, it can be used as an effective framework for conducting needs analyses in low resource settings. Here is a brief comparison between the Success Case Method and the Adapted Success Case approach:

Success Case Studies

Clarify business goals and training process and costs; complete Impact Analysis Profile
1.0

Design and administer brief survey to sample of trainees
(Conducted after training should be applied by mail, email, fax)
2.0

Analyze survey data; gauge scope of impact and indentify success and non-success cases
3.0

Conduct success case interviews
(Usually conducted by phone, can be in person, 20-30 minutes)
4.0

Analyze all impact and performance support data
5.0

Articulate conclusions and recommendations and conduct debriefing with client
6.0

Adapted Success Case

Clarify goals of the performance through the logic model
Phase 1

Design and administer brief Phase 1 survey
Phase 1

Analyze survey data for general trends and identify success/non-success cases
Phase 1

Conduct Phase 2 case interviews
Phase 2

Analyze all impact and performance support data
Phase 2

Answer investigative questions and identify needs
Phase 2