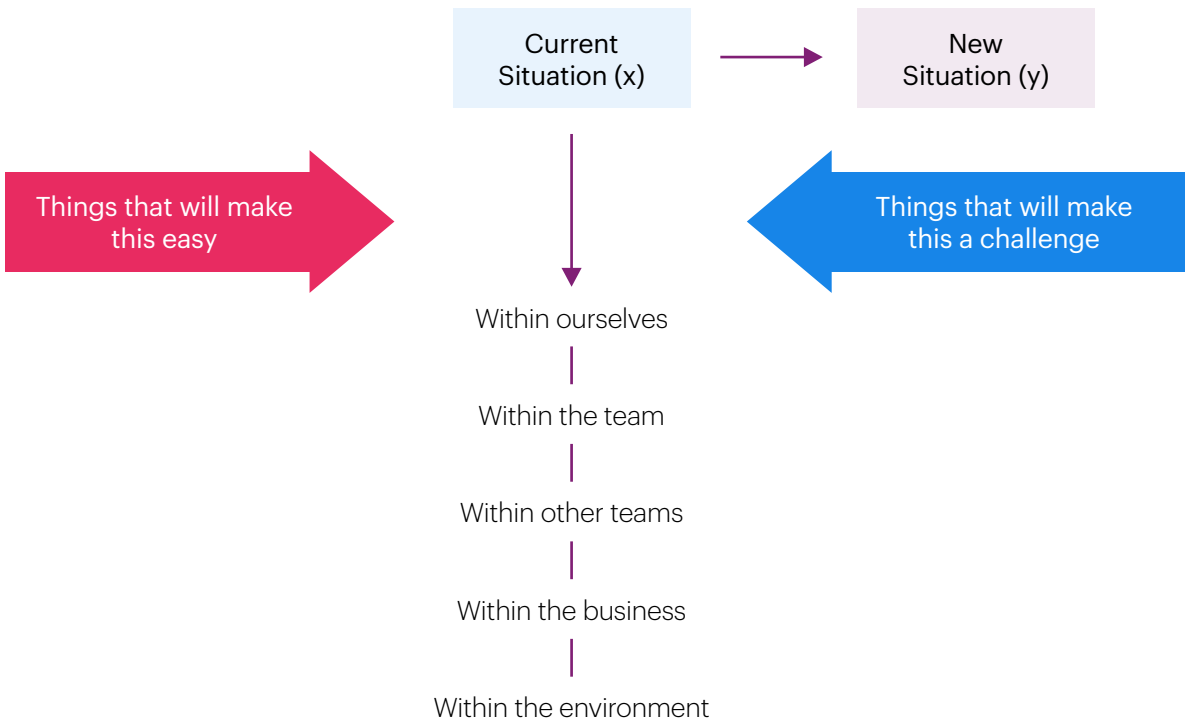


Force field analysis



What is it?

Force-Field Analysis is a method for listing, discussing and dealing with those forces that will help to drive change and those that will restrain change from taking place.

What can it be used for?

- To help determine if a solution is practical.
- To identify obstacles.
- To guide you in taking action to reduce the strength of the obstacles.

How to do it:

1. Write the current situation at the top centre of the chart.
2. Write the desired situation at the top right of the chart.
3. Brainstorm for driving forces (things working for you). List these in a column on the left-hand side.
4. Brainstorm for restraining forces (things working against you). List these in a column on the right.
5. Look at the forces working against you and discuss how they could be reduced or turned around to increase the chances of success.

Tips and guidelines

- Finish a force-field analysis by making a list of action items.
- If the restraining forces are too overwhelming, consider another approach.
- Reducing a restraining force is more effective than increasing a driving force.