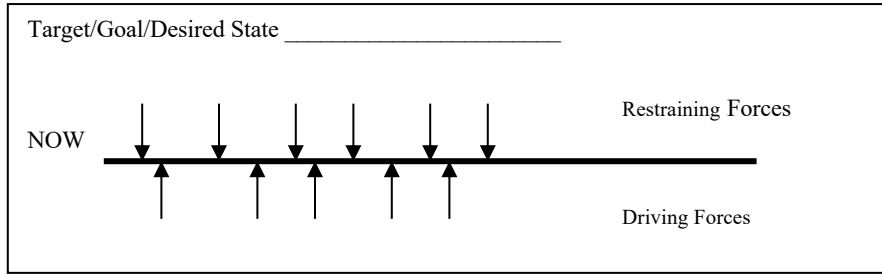


FORCE FIELD ANALYSIS

A Worksheet



The theory: Force Field Analysis assumes that organizations have a tendency to maintain a state of equilibrium. That state is maintained by forces that are present driving toward change and other forces restraining change. They keep the system in relative balance.

The change process: There is some goal, direction, target you want to move toward. A future state. Therefore, a new equilibrium. So, you need to change the existing equilibrium by changing the forces driving or restraining change. A general rule of thumb is that it is more effective to reduce the impact of restraining forces than to add driving forces. Adding driving forces usually results in the other side adding new restraining forces, which simply restores the existing equilibrium.

The image above is useful in understanding the theory and the change process. Below it's turned on its side to make it easier to label the forces.

Steps: 1) Describe the current state –“NOW” 2) Identify your target or goal 3) Identify driving and restraining forces (Brainstorm style). 4) Prioritize the forces 5) Develop a strategy to move toward the target a. Identify ways of reducing power of the “restraining forces” b. Identify ways of using/increasing power of existing “driving forces” c. Add new driving forces. 6) Prioritize Strategies – which offer the best chance of success?

