

Force field analysis is a visual representation of the positive and negative forces at work when moving toward a goal.

Force-field analysis highlights both the assets and liabilities people have for reaching a goal and helps them make realistic plans. It also can highlight why progress is not being made.

Steps

1. Describe the current reality or present level of the problem.
2. Define the goal or desired state.
3. Define the anti goal, the opposite of your goal or undesired state.
4. Brainstorm the driving and restraining forces in relation to the desired goal.
 1. For driving forces ask "What are the forces that will help reach our objective?"`
 2. For restraining forces ask "What are the forces working against are objective and/or toward the anti goal."
5. Color the points of arrows to indicate how strong the forces are.
6. Identify and circle the type of control the group has on the forces.
 1. C = Controlled by the group
 2. I = Influenced but not completely control
 3. N = No control
7. Start with the forces in the groups control. Brainstorm ways the group can strengthen or diminish these forces. Next brainstorm strategies to create for forces the group can influence.

Anti-goal

No projects get done. We end the year in the red and must layoff employees.

Driving Forces

C
I
N

An interest to prioritize spend more time on core meaningful work

C
I
N

New project management tools

C
I
N

High priority projects are getting pushed aside

C
I
N

Organization is tracking projects on an individual basis

C
I
N

We have a lull in new projects in July and August

Current Reality

Projects are going over budget and are not getting delivered on time



Goal

Projects are completed before deadlines

Restraining Forces

C
I
N

Projects are often given to us last minute

C
I
N

It takes time to manage time

C
I
N

I work best under pressure

C
I
N

We have never done anything like this before

C
I
N

Employees feel "time management" is micromanagement

Force Field Analysis (3 of 4)

Anti-goal

Current Reality

Goal

Driving Forces

Restraining Forces

C
I
N

C
I
N

C
I
N

C
I
N

C
I
N

Force Field Analysis (4 of 4)

Anti-goal

Current Reality

Goal

Driving Forces

Restraining Forces

C
I
N

C
I
N

C
I
N

C
I
N

C
I
N