Force Field Analysis (1 of 4)



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.



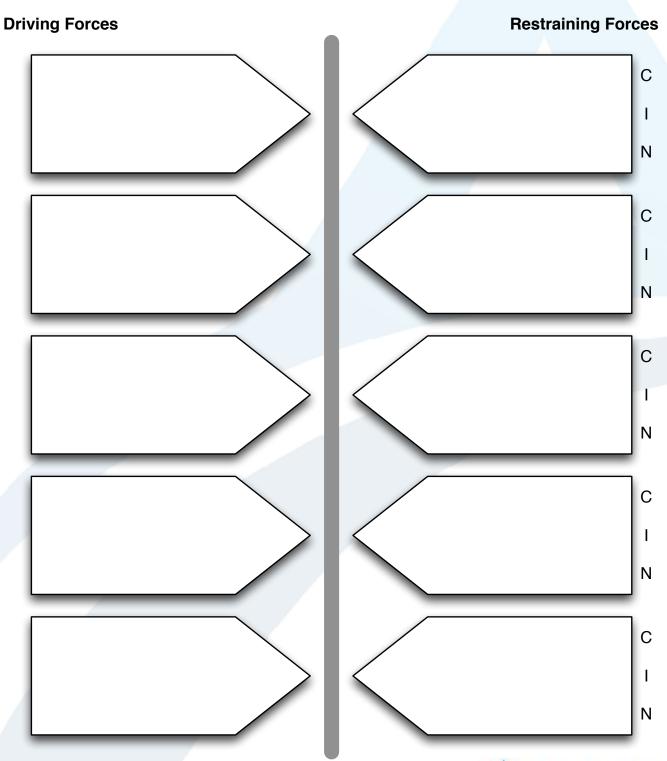
Force Field Analysis (20f 4)



Anti-goal Current Reality Goal No projects get done. We Projects are going Projects are over budget and end the year in the red and completed before must layoff employees. are not getting deadlines delivered on time **Driving Forces Restraining Forces** С C An interest to prioritize Projects are often Ι spend more time on core given to us last minute meaningful work Ν Ν C C New project It takes time to ı management tools manage time Ν Ν C C High priority projects are getting ı I work best under pressure I pushed aside Ν Ν C C Organization is tracking We have never done projects on an ı anything like this before individual basis Ν Ν С C Employees feel "time We have a lull in new projects in July and management" is Ι I August micromanagement Ν Ν



Anti-goal Current Reality Goal





Anti-goal Current Reality Goal

