

## FORCE FIELD ANALYSIS

**Purpose**

A Force Field Analysis helps identify the forces that resist change and enables strategies to be developed to overcome the resistance.

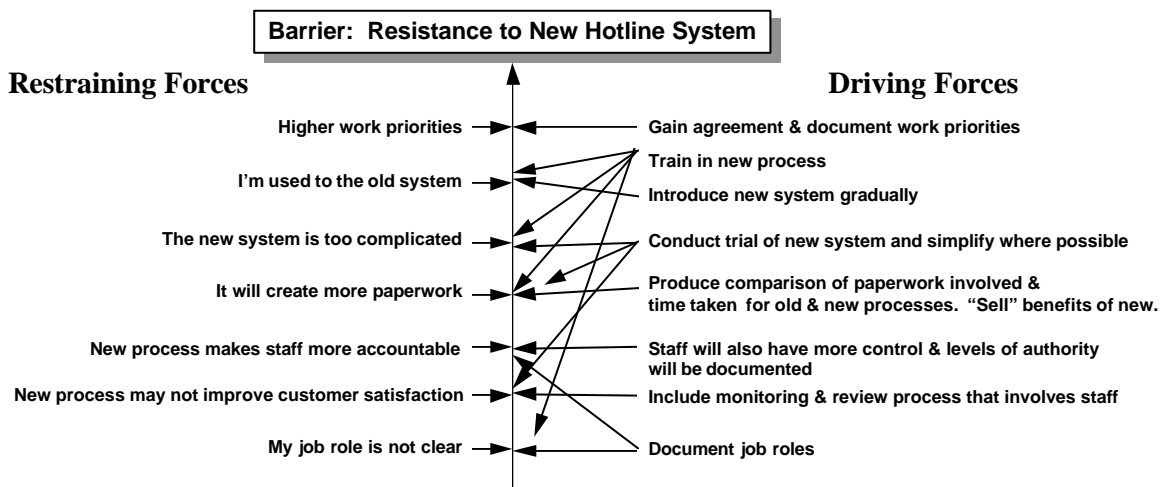
**When to Use it**

When implementing any change that involves or affects people.

**How to Use it**

1. Convene a team that has an appreciation of the human dynamics involved and the effect the change will have. If a project team has developed the change, consider using a representative from the target group for the analysis.
2. Describe the barrier to the change at the top of the Force Field diagram.
3. Brainstorm the reasons why people might resist the proposed change. If necessary, use the why-why technique to identify root causes. These are the **Restraining Forces** which resist the change. Write the restraining forces on the appropriate side of the Force Field diagram.
4. Consider each restraining force in turn and develop a possible solution to overcome or reduce the effect of this force. These are the **Driving Forces** which will act to overcome the resistance.
5. Sort the Driving Forces according to priority based upon:
  - their ability to affect more than one Restraining Force
  - the size of the impact (large, medium, small?)
  - ease of implementation
  - response time for effect to impact.
6. Incorporate the priority driving forces into the project implementation action plan.

**Example**





Barrier:

Restraining Forces

Driving Forces

