

FORCEFIELD ANALYSIS LITE



Force field analysis (Lewin 1951) is widely used during change and can be used to help understand the forces affecting the proposed change in organisations.

Use it to identify – by visually mapping – the driving forces and restraining forces for and against an initiative.

Leverage the factors in favor of the initiative, while reducing the restraining forces to increase the chances of a successful implementation.

The basic premise behind the force field analysis is that a certain given situation remains that way due to the balance between forces that drive change and oppose change.

In order to promote change, either the driving forces should be strengthened or the resisting forces should be weakened.

When to use?



Understand the balance of power between driving and opposing forces.

Identify the key roles involved in decision-making.

Identify who supports and opposes change within the organization.

Explore ways to understand and influence those who are opposed.

Decide on how to proceed with a proposed change.



How to use?

Develop/create a template.

Capture the proposed change/desired future state in centre of the template.

Generate all the positive factors driving the change.

Generate all the factors working against the change.

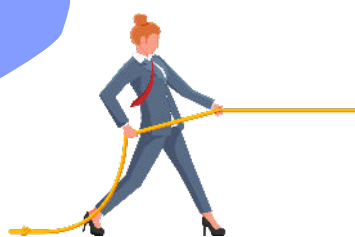
Weight each factor on either side between 1 Weak –5 Strong.

Review forces either side of the proposed change.

Explore how the Positive forces can be enhanced.

Explore how the Restraining forces can be diminished.

Set out an action plan.

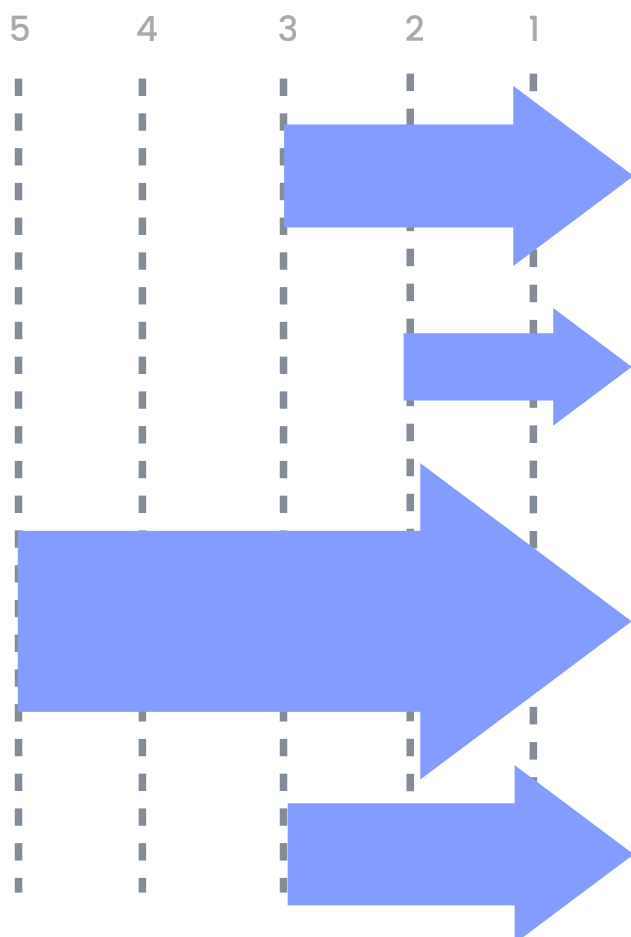


Positive Forces driving the change



Forces working against the change

Weighting



Weighting

