Force Field Analysis

What Force Field Analysis is a visual listing of possible forces driving or preventing change. Change is the result of a struggle between forces that are seeking to upset the status quo. There are both driving and restraining forces.

When Force Field Analysis is used when you are trying to institute a change and you want to know the relative forces for and against the change.

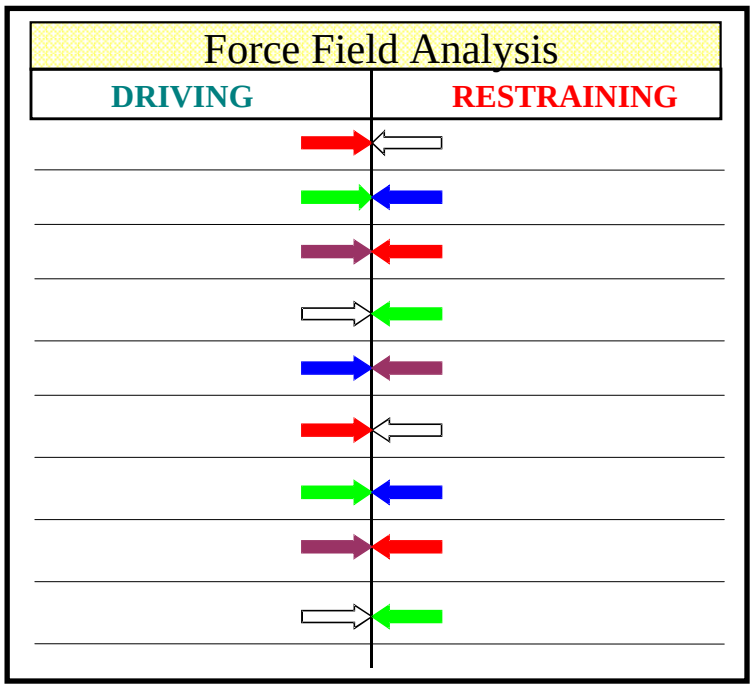
How

1. **Select the right team:** This is always the first step of using a tool. Members should be chosen for their working knowledge of the process under consideration.

2. **Set up the chart:** Using a board or flip chart, write the topic undergoing analysis at the top of the page. For example, "Implementing TQL." Draw a line down the center, then one across the chart about 3 to 4 inches below the topic. Above the left column, on the line, write "Driving," and on the right, write "Restraining."

3. **Brainstorm list of items:** Using the rules for brainstorming to generate a list of both driving and restraining forces for the topic.

4. **Discuss placement of individual items on chart:** Discuss each item to ensure all participants understand its meaning. Toss out repetitive items. Add new ideas to the list of items for discussion. Place items under the appropriate heading.



5. **Assign a relative strength of each item:** Discuss and assign a strength of each item on both sides.

CAUTION!

Advisor should remain neutral.

Use a structured brainstorming process if participants are unfamiliar with one another.

Stick to the brainstorming rules.

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