



## FORCE FIELD ANALYSIS EXERCISE

When faced with the prospect of change, we can be simultaneously motivated to change, and have reservations or preferences to keep things as they are. The Force Field Analysis<sup>1</sup> enables us to map the driving forces that enable or support change, and everything that constrains or works against change.

These forces include:

- Forces inside individuals (e.g., beliefs, mental models, values, assumptions, or fears)
- Forces within the organization (e.g., peer pressure, new personnel, inertia, or bureaucracy)
- Forces impacting the organization (e.g., new technology, changes in public health, buying trends, or new legislation related to your industry)

In coaching, the Force Field Analysis can be a useful tool for a team member to map the forces affecting their attempts to change. In order to support change, this could assist a person to strengthen the driving forces and/or weaken the restraining forces.



### Exercise:

Use the following Force Field Analysis to list the forces and reactions you notice within yourself and those around you, both for and against a specific GOAL, CHANGE, or INITIATIVE

	<i>Forces / Reactions FOR</i>		<i>Forces / Restraints AGAINST</i>
C U R R E N T	_____ →	G  O  A  L	← _____
	_____ →		← _____
	_____ →		← _____
	_____ →		← _____
S T A T E	_____ →		← _____
	_____ →		← _____
	_____ →		← _____
	_____ →		← _____

<sup>1</sup> Lewin K. (1951) Field Theory in Social Science, Harper and Row, New York.