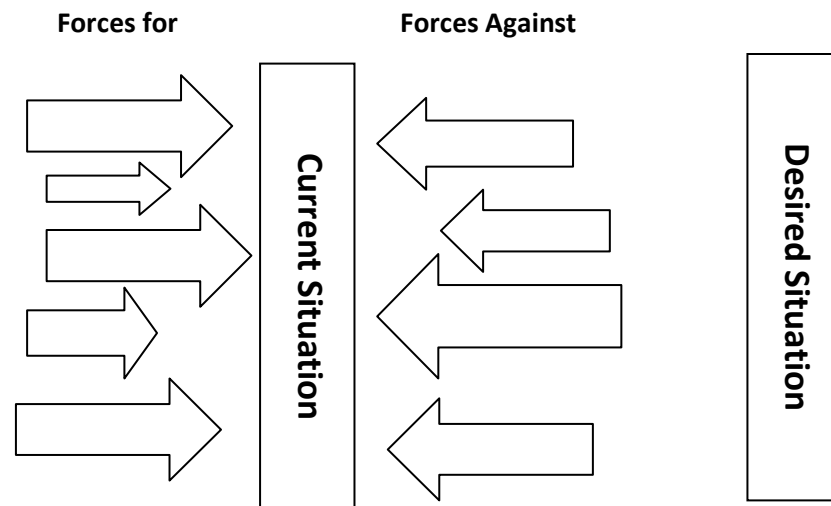


Force Field Analysis

Background:

Force Field Analysis is a simple yet effective way to examine a desired outcome in comparison to the current situation by considering the forces at work on both sides of the current situation. By identifying the forces, an individual or group can determine ways to enhance the success of achieving the desired outcome.



Once the forces have been identified, the group can choose from a number of strategies to enhance the likelihood of reaching the desired situation:

- a) Increase or add to the Forces For.
- b) Decrease or remove the Forces Against (this is typically more sustainable than the enhancing Forces For).
- c) Reverse Forces Against such that they become Forces For.

What you'll need:

- Chairs and writing surfaces for each participant. If the group is small enough, have everyone sit around a table with one end open for focus on the flipchart and facilitator.
- Flipchart, flipchart pens, masking tape or sticky tack
- Paper and pens for each participant.
- Projector, screen, Force-Field Analysis PowerPoint, and notebook computer.

Steps:

1. Introduce the concept (slide #2)
2. Ask participants to silently brainstorm in writing as many responses as they can think of for both Forces For and Forces Against.
3. When participants have finished brainstorming, begin a flipchart page with the heading: "Forces For" and ask each participant to provide one force and then move on to the person next to him/her. Ask participants not to add an item if it has been contributed by someone else. If a participant does not have any "Forces For" to add to the list, they may simply say "pass". After each participant has contributed one idea for "Forces For", continue around the group again. Repeat until all "Forces For" have been recorded on the flipchart. Then repeat the process for "Forces Against".
4. When all forces have been recorded, ask group members, which are the most powerful "Forces Against"? Which are the weakest "Forces For"? (slide #3) There is no need to reach consensus on these points; however, the discussion should give an opportunity to better understand why others found the forces stronger or weaker.
5. Ask group members to silently consider ways to strengthen or add to "Forces For", decrease or eliminate "Forces Against", or reverse a "Force Against" to become a "Force For" (slide #4).
6. Put a heading on the flipchart: "Enhancing Forces For". Ask each participant to share one strategy to address the forces as per the instructions in item 5. As before, participants should not repeat ideas already contributed and may pass if they have no ideas to contribute. Continue until all ideas have been contributed. Repeat the process for "Reducing/Removing Forces Against" and then for "Reversing Forces Against". Ensure that one or more strategies have been proposed to address the strongest "Forces Against".
7. Discuss the strategies as a group to determine which will be adopted and implemented (slide #5).