



Developing an Action Plan: The Force Field Analysis

The Force Field Analysis is used to develop an action plan in order to reach a goal.

The basic idea is to minimize restraining forces rather than trying to 'sell' pushing forces. Force Field Analysis has been developed by Kurt Lewin.

Activity

1. Draw two horizontal parallel lines in the center of your working area such as a white board. Write the change topic between the two lines, for example 'Hire More Staff' (see example on the next page).
2. Draw at least five parallel vertical arrows on top. Write the sign +plus above them and ask yourself: "What positive forces are in place or are you currently using that positively affect the change issue?"
3. Draw at least five parallel vertical lines on the bottom. Write the sign-negative above them and ask yourself "What restraining forces are currently in place or could be in place that are stopping us from making the change?"
4. Ask yourself "What would I need to do to make all these positive forces twice as strong?" draw larger arrowheads (in red if possible) to show the stronger forces. Write down all your proposed actions.
5. Now DECLARE what you want to do to 'halve' the restraining forces. Rub out half the force line to show the halving. Write down your proposed actions.
6. If you had to take just 5 actions, which 5 would you choose? Write them at the foot of the board.

