

# Force Field Analysis

## Definition:

- A decision making technique that can be used to analyze the pros and cons of any decision.
- It looks at the forces that are either driving or blocking movement toward a goal.

## Uses:

- Analyze the pros and cons of any organizational decision when decision making isn't going well.
- To explain the reasons behind the taken decision.

## Benefits:

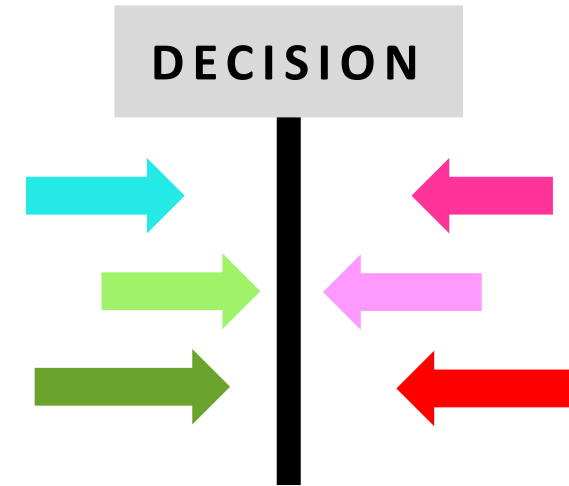
- By analyzing both the helping and the hindering forces, decision makers and change agents can make more intelligent business decisions in a team-oriented manner.

## How to construct a force field diagram?

- Gather the team. Involve experts where appropriate.
- Describe the decision that needs to be made.
- Write the decision in a box at the top middle of a paper or white board.
- Draw a line from the box down the middle of the paper.
- List all possible helping forces left to the line.
- List all possible hindering forces right to the line.
- Allocate a numerical score to each force indicating its significance (e.g. from 1 to 5).
- Add up the scores of both lists to find out which force wins. Actions should be taken where forces are overwhelming.

## Questions to help identify the forces involved:

- What are the **benefits**?
- What are the **costs**?
- What are the best and worst things that can happen?
- How easy or difficult will it be to implement?
- How **long** it will take?



*Each force or argument could be shown on an **arrow***

This technique is widely used in the fields of organizational change, business process management, and social and cultural sciences.