EXAMPLE FORCE FIELD ANALYSIS

A group has developed improvements to a process, and as they plan implementation, they want to think through the change-management implications. They use force field analysis for this, identifying key factors likely to help and hinder the change process. They'll use their insights from this activity to develop change-management action steps.

DRIVING FORCES

Increased efficiency and productivity Positive employee feedback and morale Cost-saving potential and benefits Alignment with strategic objectives Tech advancements driving innovation Support from top management



RESTRAINING FORCES

Resistance to change Concerns re implementation costs Lack of employee training Legacy system dependencies Uncertain long-term benefits perceived Inadequate change mgmt strategies

Sometimes, **weights are given to the various factors** after they've all been identified. This can focus the conversation and clarify what to include in the change-management plan.