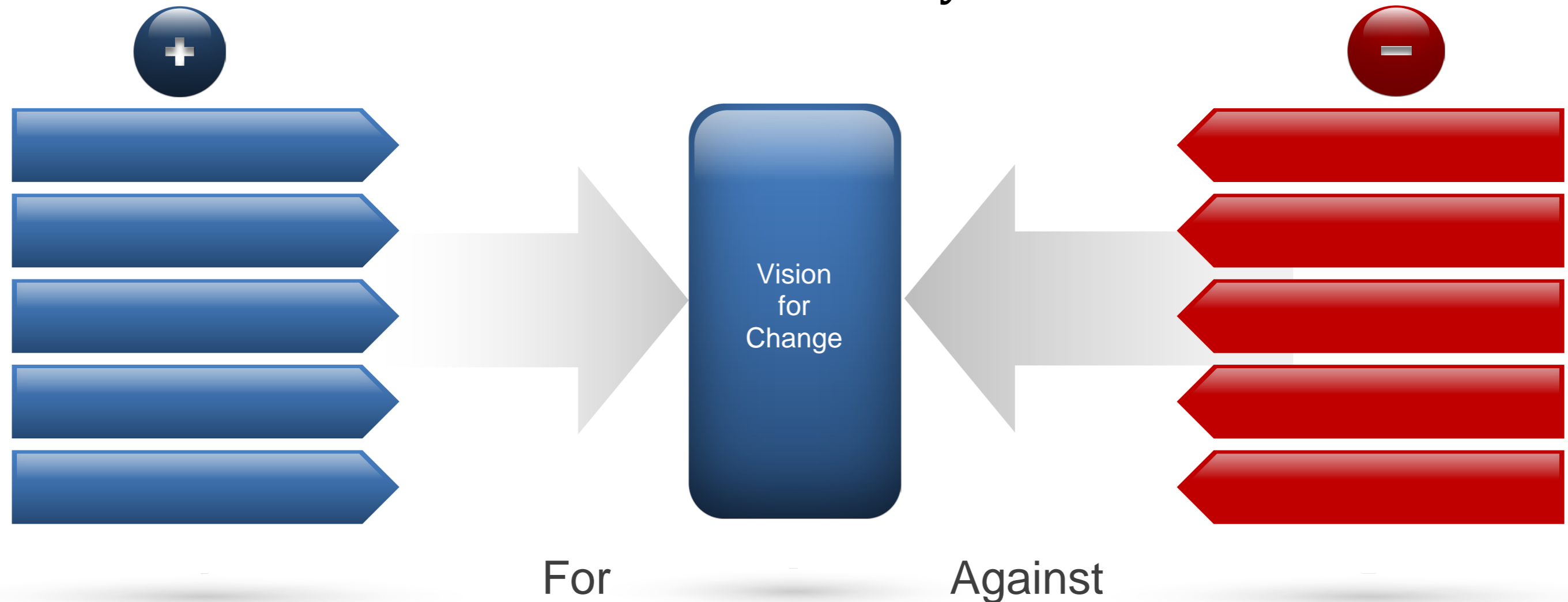


Change Management Canvas: FORCE FIELD ANALYSIS

Force Field Analysis



Purpose: Gain a comprehensive overview of the forces acting *for* and *against* the potential change.

Sample questions to help uncover forces:

- What are the benefits of the change
- What might go wrong?
- Who is set to gain? Who is set to lose out? What might their reaction be?
- What level of resources are available for the change (people, money, time)?
- What business processes are initially impacted? What secondary or tertiary processes will be impacted?
- What is the vibe in the organization toward this change?
- What other changes are happening during this timeframe?
- How have previous changes been implemented successfully/poorly?

Process

1. Gather a group of 6-8 people implementing the change. Clearly state what the potential change you are looking to bring about is. Write this at the top of the canvas.
2. Draw a vertical line down from the potential change. To the right of the line, brainstorm the restraining forces; to the left of the line, brainstorm the driving forces.
3. For each force, agree on a score between zero and five to reflect the extent of the impact (positive or negative). The goal is to have more driving forces (2:1 ratio) than restraining forces.
4. Use the results of the Force Field Analysis scores to generate solutions for increasing driving forces and reducing restraining forces.
6. Create an action plan (with roles and responsibilities for who will be doing what by when to decrease restraining forces and increase driving forces).

Adapted from: