FORCE FIELD ANALYSIS

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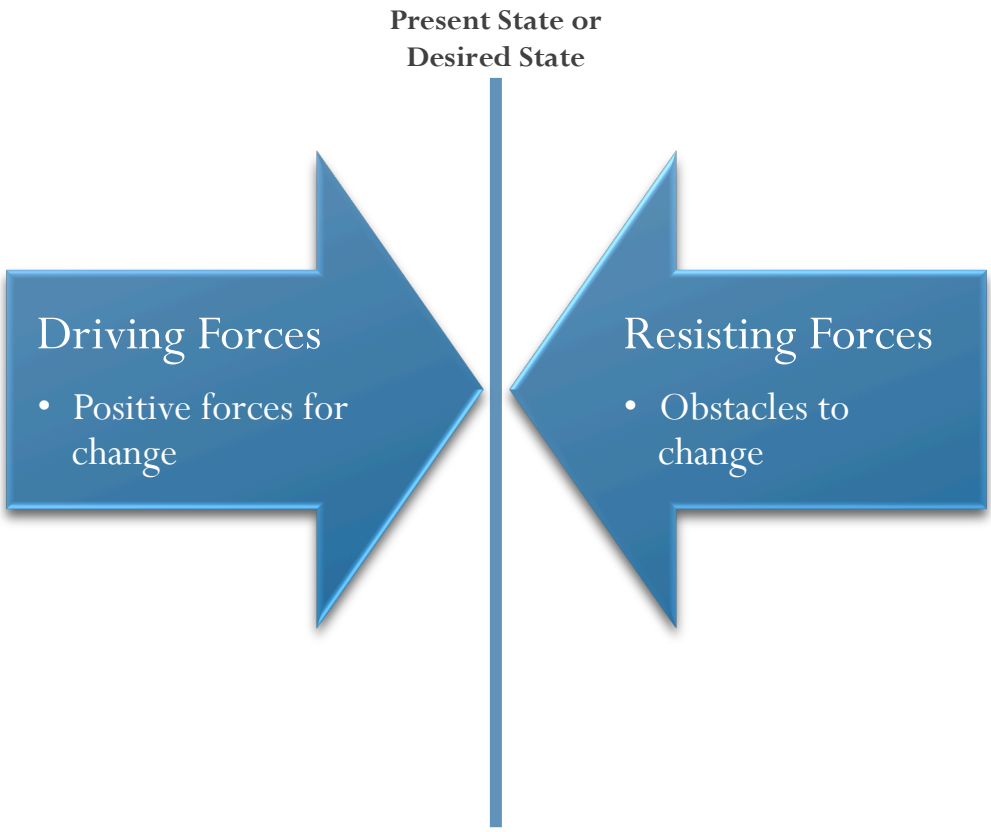
Force Field analysis identifies forces that sustain the status quo and helps to clarify approaches needed to facilitate change.

BACKGROUND

In conducting a Force Field Analysis, the forces you may examine can be policies, traditions, beliefs, norms of behavior, people, political or economic conditions, technology, or other factors that play a positive or negative role in the OD effort.

Kurt Lewin identified the positive change forces as "driving forces," and the negative ones as "resisting forces" that maintain the status quo. Once the driving and resisting forces are identified, the consultant and client examine the system to determine ways to eliminate or weaken the resisting forces and strengthen or add driving forces.



ADDITIONAL CONSIDERATIONS

To increase the likelihood of success, driving forces must be emphasized, exploited, utilized, and maximized. Changing, minimizing, reducing, and downplaying them must address the resisting forces.

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