

FORCEFIELD ANALYSIS

What it is:

Force field analysis is a technique that helps you identify and visualize the relationships between the significant forces that influence a problem or goal. You can use it to:

- Identify key factors (forces) that promote or hinder the solution of a problem or the achievement of a goal.
- Identify improvement opportunities.

How to do it:

Define the objective. Clearly identify the problem or goal to be analyzed.

List the forces. List the key factors that promote or hinder the achievement of your goal or the resolution of your problem. Groups should use an idea-generation technique from Section 2 to do this. Use two lists: one for promoting forces and one for hindering forces.

Prioritize. Prioritize the forces in each list according to their relative impact on the problem or goal. You can use nominal group technique or some other decision-making tool.

Implement. Minimize or weaken the hindering forces and maximize or strengthen the promoting ones.

Goal: Quit Smoking	
Promoting Forces	Inhibiting Forces
better health →	← habitual behavior
save money →	← need for nicotine
won't have to leave building every half hour →	← need to have fingers occupied
family won't breathe smoke →	← need to have something in mouth
food will taste better →	← gain weight every time I try to quit