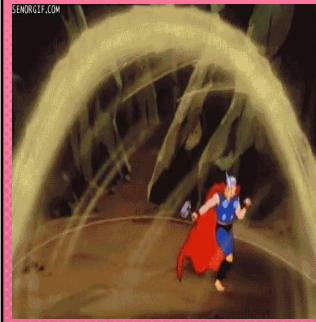


ATTITUDE:
1. FORCE FIELD ANALYSIS



"FORCE FIELD ANALYSIS" IS A METHOD FOR ANALYSING THE VARIOUS FORCES, BOTH "FOR" AND "AGAINST" A CHALLENGE YOU ARE FACING.

2



....ONCE YOU HAVE IDENTIFIED THESE, YOU CAN THEN DEVELOP STRATEGIES TO REDUCE THE IMPACT OF THE FORCES ACTING AGAINST YOU, AND STRENGTHEN THOSE ACTING TO SUPPORT YOU.

2

FORCES THAT HELP YOU ACHIEVE THE CHALLENGE ARE CALLED: "DRIVING FORCES!"

WHEREAS FORCES WORKING AGAINST YOU ARE CALLED "RESTRAINING FORCES!"

THE FIRST THING TO DO IS LIST ALL OPPOSING FORCES NEXT TO EACH OTHER IN A TABLE.

**ONCE YOU HAVE THEM
WRITTEN DOWN YOU CAN
START ACTING ON THEM TO
ENSURE THAT...**

**...YOUR DRIVING FORCES
ARE MORE COMPELLING
THAN THE RESTRAINING
FORCES!**

BIG IDEA

- Force Field Analysis was created by Kurt Lewin in the 1940s, through his work as a social psychologist.
- Today, his idea is used in business, management and education, for assessing difficult decisions, and evaluating positive and negative factors surrounding a topic or proposal.
- The idea behind Force Field Analysis is that situations are maintained by an equilibrium between forces that drive change and others that resist change.
- The following example is a force field analysis of someone wishing to improve their fitness...

Personal goal: Improve fitness

Driving forces	Current state	Restraining forces
Summer is coming, look good at the beach (4)		Time-poor, work long hours (8)
Look good for my partner (6)	→	Lack of access to gym (4)
More energy to perform better at work (3)		Easy access to unhealthy food (6)
More energy for my family (5)	→	Office job, low activity (7)
Perform better for my work sports team (4)		Genetic predisposition for weight gain (6)
Feel better about myself (2)	→	Competing habitual patterns (TV, internet) (7)
Stay alive for my children / grandchildren (7)		Physical impairment (8)
Total (31)		Total (46)

Personal goal: Improve fitness

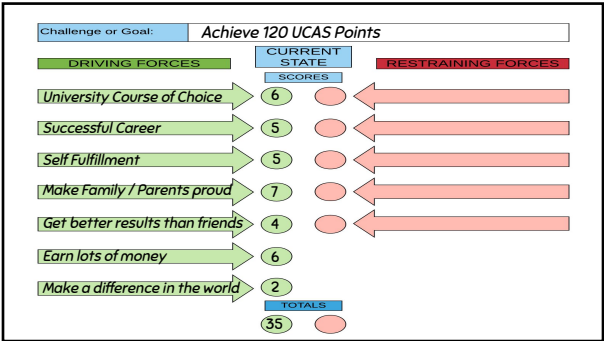
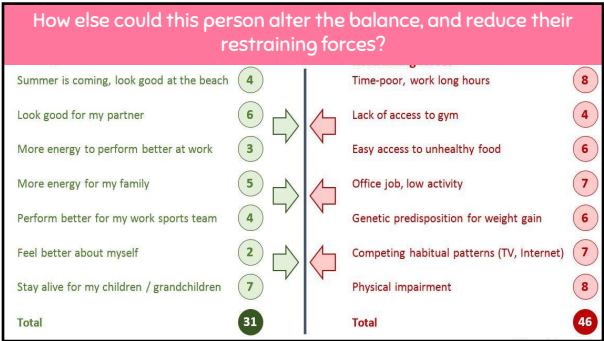
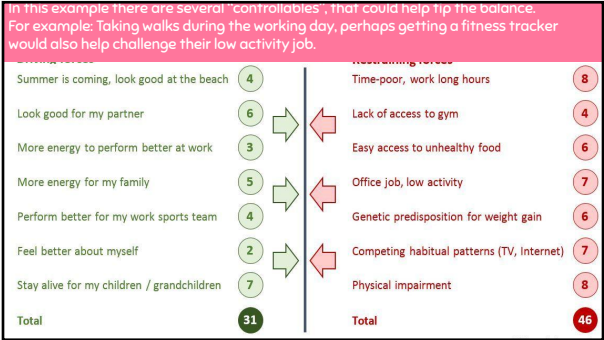
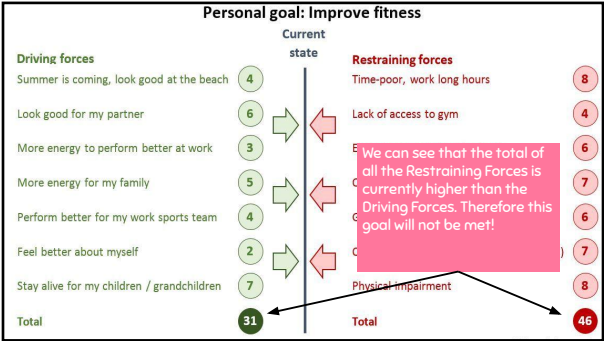
Driving forces	Current state	Restraining forces
Summer is coming, look good at the beach (4)		Time-poor, work long hours (8)
Look good for my partner (6)	→	Lack of access to gym (4)
More energy to perform better at work (3)		Easy access to unhealthy food (6)
More energy for my family (5)	→	Office job, low activity (7)
Perform better for my work sports team (4)		Genetic predisposition for weight gain (6)
Feel better about myself (2)	→	Competing habitual patterns (TV, internet) (7)
Stay alive for my children / grandchildren (7)		Physical impairment (8)
Total (31)		Total (46)

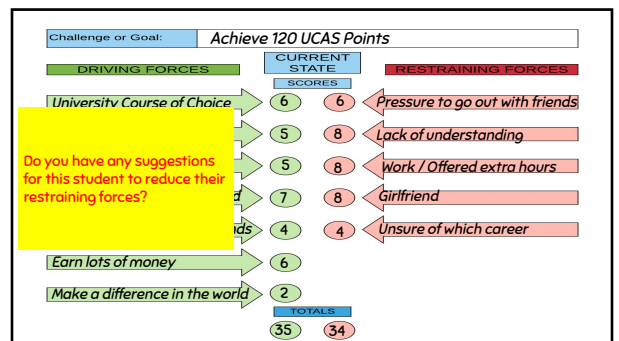
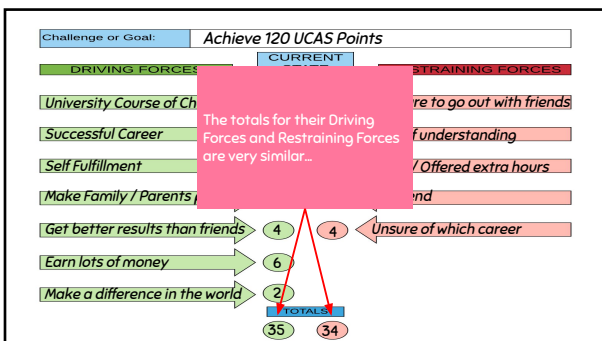
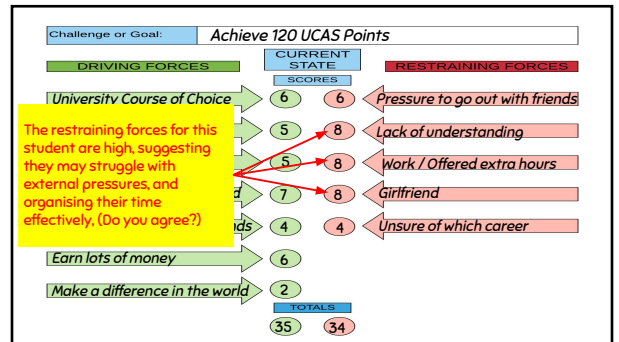
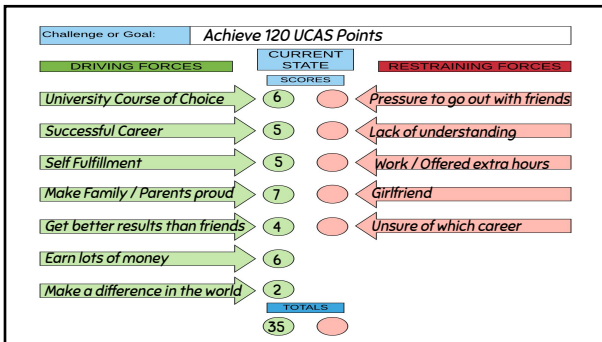
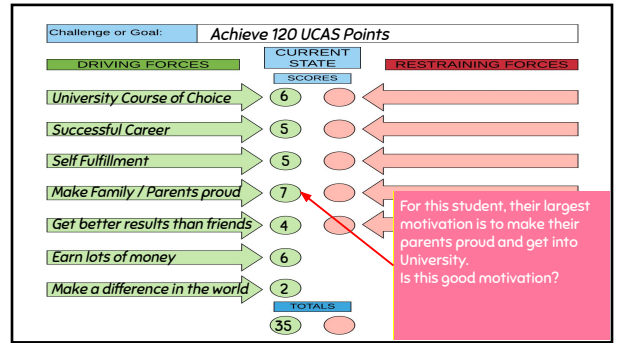
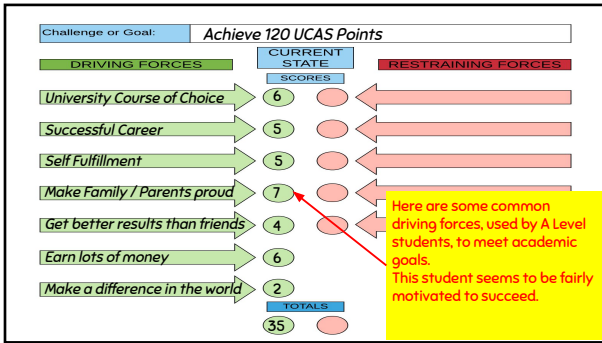
These are the "Driving Forces" towards achieving the goal. Each Force has been given a score from 1-10, demonstrating the size of each force on the goal.

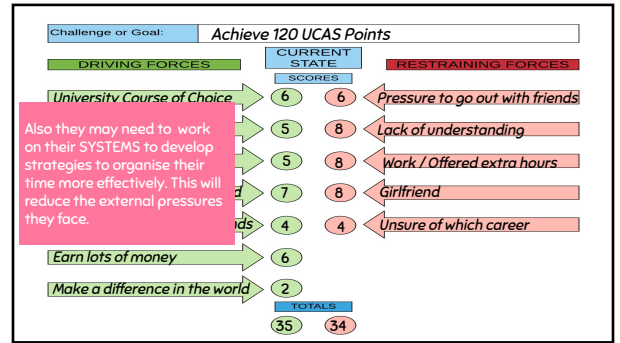
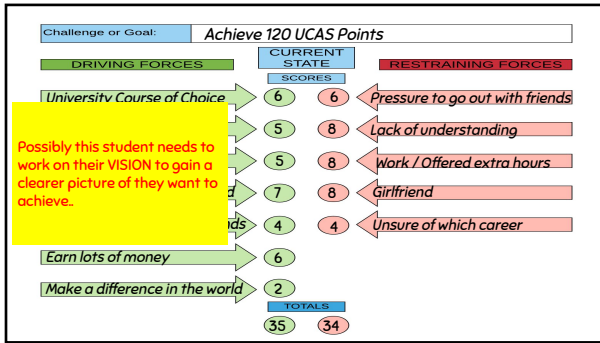
Personal goal: Improve fitness

Driving forces	Current state	Restraining forces
Summer is coming, look good at the beach (4)		Time-poor, work long hours (8)
Look good for my partner (6)	→	Lack of access to gym (4)
More energy to perform better at work (3)		Easy access to unhealthy food (6)
More energy for my family (5)	→	Office job, low activity (7)
Perform better for my work sports team (4)		Genetic predisposition for weight gain (6)
Feel better about myself (2)	→	Competing habitual patterns (TV, internet) (7)
Stay alive for my children / grandchildren (7)		Physical impairment (8)
Total (31)		Total (46)

We can see that "feeling better about themselves" is not a large driving force, however, "looking good for their partner" and "staying alive" are!!







FINAL THOUGHTS

- × You'll notice we have added fewer lines to record the restraining forces.
- × This is intentional.
- × Psychologically, you need to have a longer list of positive, driving forces.
- × The longer list will help you go into the challenge with a more positive attitude.
- × Now over to you, have a go at completing a force field analysis of your own.
- × Is there one thing you could do now to remove a restraining force from you list? If so take the action now!