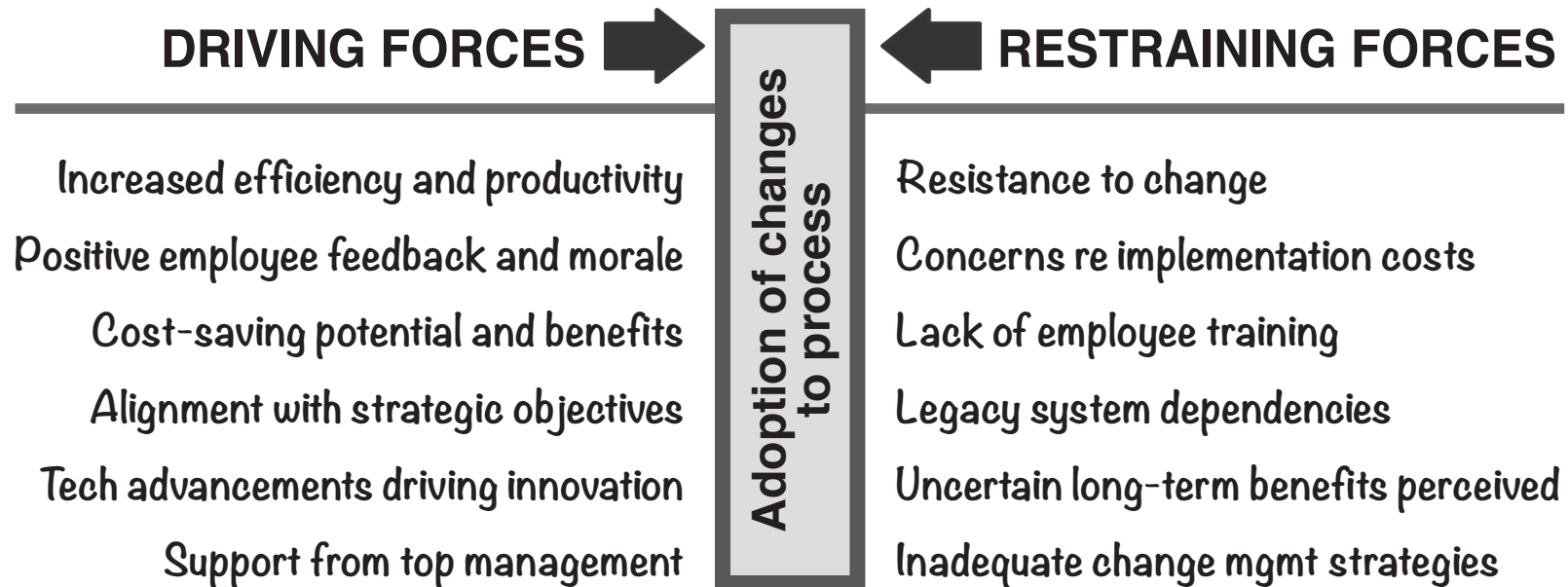


EXAMPLE FORCE FIELD ANALYSIS

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.



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.