

Name: _____

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WORKSHEET: Interest Group Debate

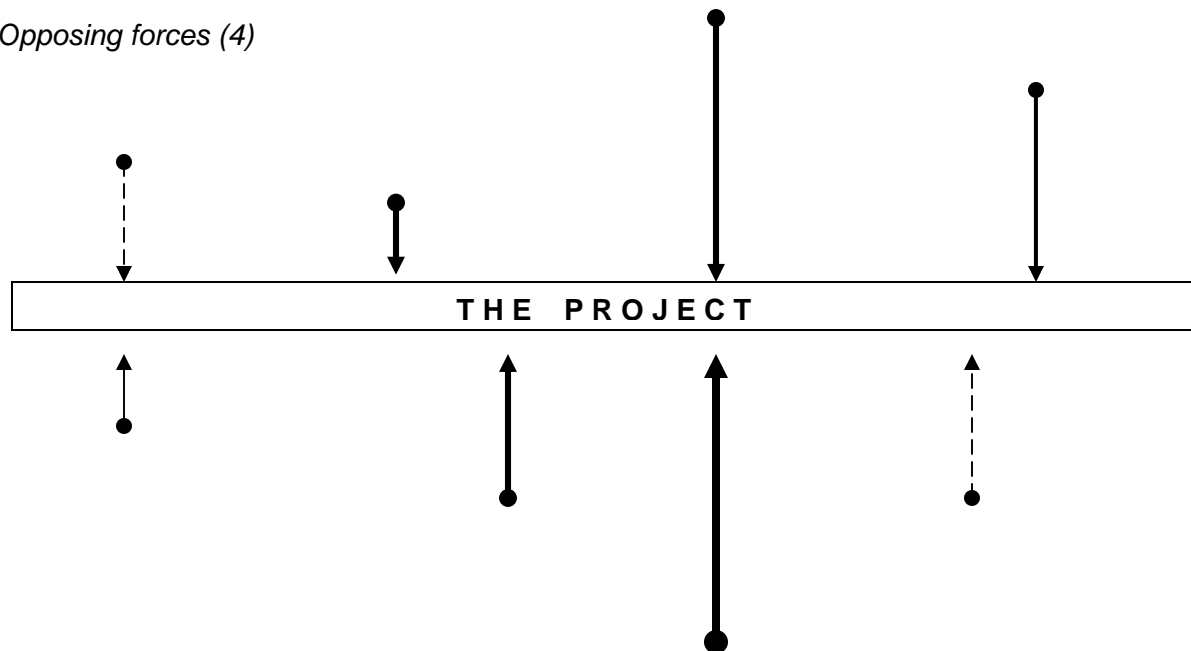
Force Field Analysis

The idea of a force field analysis is to help make decisions about a project, idea, innovation, etc. that is being promoted. The analysis is performed in several steps

- 1) forces that are able to produce certain impact – positive or negative – are listed
- 2) a graph is created presenting each force, its respective strength, and its counterforce
- 3) the total weight of positive and negative forces is estimated
- 4) the decision is made about which action to take to neutralize certain negative forces and which positive action to take that will not have an immediate counterbalancing forces blocking it.

There are several ways to map out the force field. For example,

Opposing forces (4)



Supporting forces (4)

Since the graph shows the equal number of forces - in a particular project, all of them, of course, are named - the decision-makers have to find an additional supporting force to bring in so that the resulting balance is tips in favor of the project.

When it is not possible to bring in another force, the decision-makers have to invent ways to strengthen the existing forces in the field.