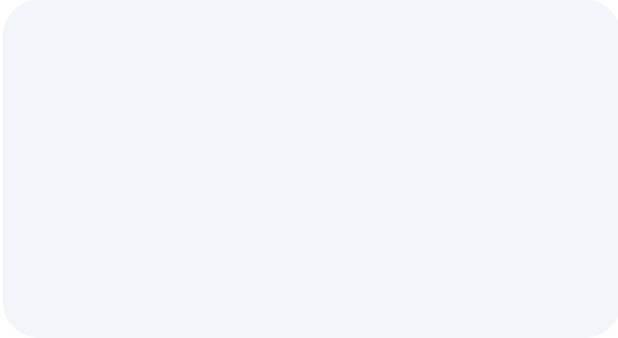
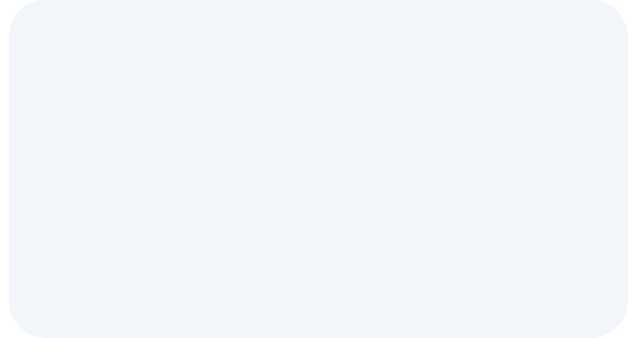

Force Field Analysis

Current State



Desired End State



Driving Forces

Encouraging or helping the change

Restraining Forces

Barriers hindering the change

Rational
(Facts, Data, Overt)

Emotional
(Political, Cultural, Covert)

Minimizing restraining forces is often more effective than maximizing driving forces. **Circle your top three forces** and write down next steps for each on the other side of this page.

Force

Top three forces you want to tackle

1

2

3

 **Next Steps**

Actions you need to take in order to maximize or minimize them