

Force Field Analysis

A **force field analysis** illustrates the factors or conditions that influence the goal to be achieved or the problem to be solved. It lays out both the forces that drive you towards achieving the goal and those that block the process. If there are conditions that influence the chances of achieving a goal, you should understand what they are and how significant they are. It is usually considered most effective to enhance the driving forces than to eliminate the restraining forces.

Example....

GOAL: Stop Smoking

