



Business Management Toolkit

12. FORCE FIELD ANALYSIS (HL)

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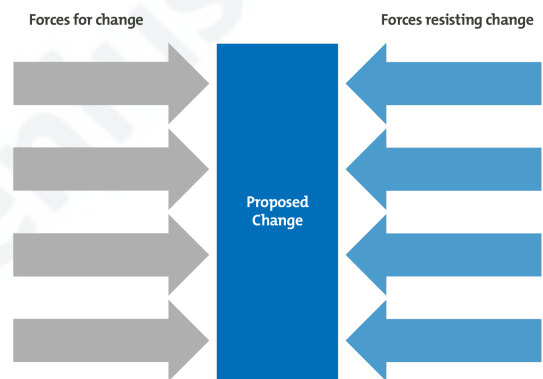
12. Force Field Analysis - Objectives - Syllabus links

- It is recommended that it is introduced and taught to the students in Unit 1 (Recommended chapters any 1.3.-1.6.)
- Force field analysis can be also used in Unit 2 (assess a change in HR e.g. introduce remote work), Unit 4 (assess a change in Marketing e.g. logo), Unit 5 (assess a change in operations management, e.g. production method)



12. Force field analysis

- It was developed by Kurt Lewin in the '40s.
- It is an analytical process used to map the opposing forces within an environment.
- **Force-field analysis is useful for making decisions by analyzing the forces for and against a change.**



Tip! Link with the concept of CHANGE



12. Force field analysis - Steps

Step 1: Define your goal for change, and write it down in a box in the middle of the page.

Step 2: Identify Forces For Change. These forces support the change and are either internal or external forces.

Step 3: Identify Forces Against Change. These forces create obstacles to change and should be eliminated. They can be either internal or external.

Step 4: Score each force (from 1 the weakest to 5 the strongest) depending on how much each force influences the change.

Step 5: Add up all driving forces and all restraining forces and compare the 2 sums. This is the part of your analysis.



12. Force field analysis

EXAMPLE

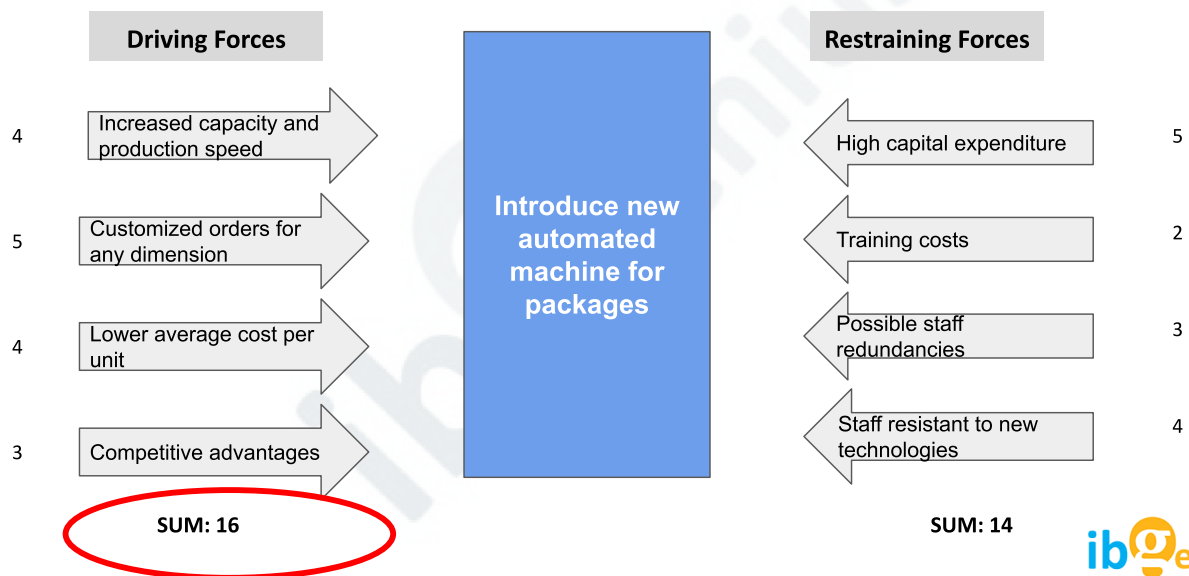
GlobalPack Ltd. is a manufacturing company producing various boxes for packaging. The business is considering introducing a new machine that will automatically customize the size of the boxes based on the order and will replace the old manual one. With the use of force-field analysis evaluate the change the business is considering.



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12. Force field analysis

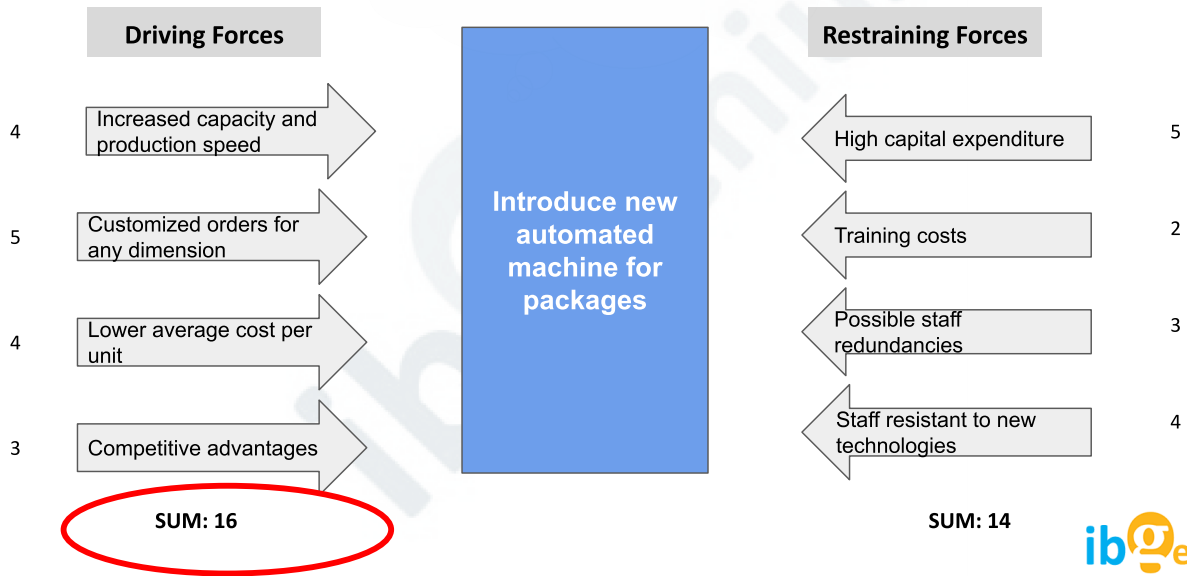
EXAMPLE



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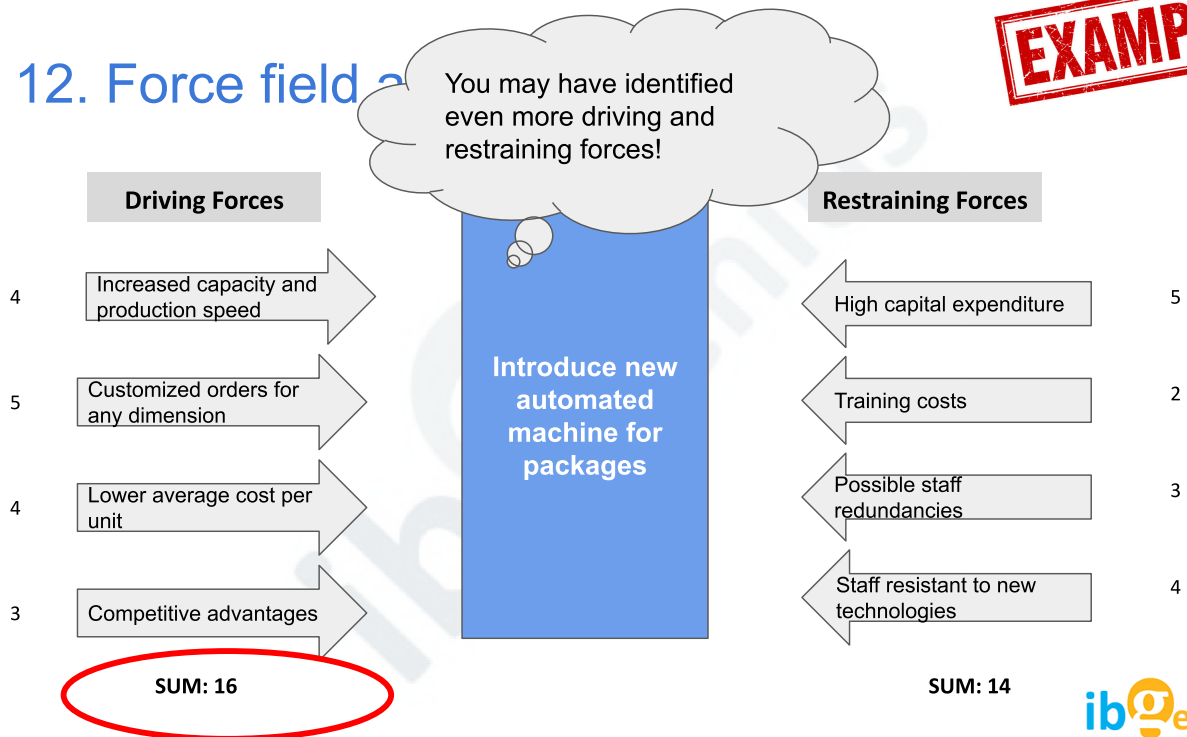
12. Force field analysis

EXAMPLE



12. Force field analysis

EXAMPLE



12. Force field analysis - Evaluation

Advantages	Disadvantages
<ul style="list-style-type: none">• Simple and visually attractive• Flexible and can be applied to many situations• A business can eliminate restraining forces by identifying them• Identifies which stakeholders are affected	<ul style="list-style-type: none">• It is based on subjective estimates for the importance (value) of each factor• Lack of specification and various interpretations regarding which factors to include• Based mainly on qualitative issues



Are you ready for the quizz?

- Do the quiz in the ibGenius platform
- You need 70% to pass!
- Then you are ready to move on to the next Business Management Tool!



References

Books

Stimpson, Peter, and Alex Smith. *Business Management for the IB Diploma: Coursebook with Cambridge Elevate Enhanced Edition (2 Years)*. Cambridge University Press, 2018.

Hoang, Paul. *Business Management Study & Revision Guide: for the IB Diploma*. Hodder Education, 2016.

Muchena, Martin Mwenda, et al. *IB Business Management*. Oxford University Press, 2014.

Links

- <https://www.mindtools.com/dectree.html>
- https://www.mindtools.com/pages/article/newTED_06.htm
- <https://www.aha.io/roadmapping/guide/templates/gantt-charts>

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