

FORCE FIELD ANALYSIS

Purpose: to analyse the forces working for and against a particular goal or activity to identify where change could most realistically start to happen.

Time: 30 minutes to introduce the tool and let groups have a go at applying it to their own campaign issue

Preparation: On a flip chart write point 1 (below) with the diagram beneath it. Practise the exercise with an example for illustration that is unrelated to what you might expect from the group.

Facilitator's note: If this is an experimental exercise, you can use the Animal Rights Scenario Handout. If the group is doing this for real, they need to be aware of the knowledge they have or do not have, ie what they need to find out to do this effectively. This analytical tool is best used alongside others, eg Social Speedometer and/or Social Barometer.

Description of exercise:

1. Identify a clear goal or change that you want. It needs to be:
 - specific, so the level of change sought is understood,
 - clear, so that everyone knows what they are working for,
 - measurable, so you can tell when it has been achieved,
 - realistic, so it can be done!

2. On the chart below list what or who might help or support you and what or who is against. These may be individuals or groups, attitudes such as values, traditions and social pressures, policies and laws, the strengths and weaknesses of your own group, including time and money.

3. Consider the comparative strengths of the forces and indicate this with the width of arrows, ie, strong: big, wide arrow; weak: small, skinny arrow.

campaign goal:

Forces For (ones working towards your goal) +	Forces Against (ones working against) -

4. List possible strategies. There are three kinds of approaches:
 - weaken or eliminate the forces against your goal
 - strengthen the forces for the change you wish to bring about
 - do both.

5. Decide your approach and focus, bearing in mind:
 - what is possible for you and your group
 - which forces are weakest and which are strongest
 - individuals, groups and resources who can carry out the action