

# FORCE FIELD ANALYSIS TEMPLATE

CURRENT SITUATION/DESIRED STATE/DECISION
GOAL

DRIVING FORCE	STRENGTH 1=very weak 10= very strong	SITUATION	STRENGTH 1=very weak 10= very strong	RESTRAINING FORCE
FORCE	BEFORE ENHANCE MEASURE		BEFORE COUNTERMEASURE	FORCE
ENHANCE MEASURE	AFTER ENHANCE MEASURE		AFTER COUNTERMEASURE	COUNTERMEASURE
FORCE	BEFORE ENHANCE MEASURE		BEFORE COUNTERMEASURE	FORCE
ENHANCE MEASURE	AFTER ENHANCE MEASURE		AFTER COUNTERMEASURE	COUNTERMEASURE
FORCE	BEFORE ENHANCE MEASURE		BEFORE COUNTERMEASURE	FORCE
ENHANCE MEASURE	AFTER ENHANCE MEASURE		AFTER COUNTERMEASURE	COUNTERMEASURE
FORCE	BEFORE ENHANCE MEASURE		BEFORE COUNTERMEASURE	FORCE
ENHANCE MEASURE	AFTER ENHANCE MEASURE		AFTER COUNTERMEASURE	COUNTERMEASURE
FORCE	BEFORE ENHANCE MEASURE		BEFORE COUNTERMEASURE	FORCE
ENHANCE MEASURE	AFTER ENHANCE MEASURE		AFTER COUNTERMEASURE	COUNTERMEASURE
FORCE	BEFORE ENHANCE MEASURE		BEFORE COUNTERMEASURE	FORCE
ENHANCE MEASURE	AFTER ENHANCE MEASURE		AFTER COUNTERMEASURE	COUNTERMEASURE
<b>TOTAL</b>	BEFORE ENHANCE MEASURE		BEFORE COUNTERMEASURE	FORCE
	AFTER ENHANCE MEASURE		AFTER COUNTERMEASURE	COUNTERMEASURE
			<b>TOTAL</b>	

# FORCE FIELD ANALYSIS TEMPLATE

<b>CURRENT SITUATION/DESIRED STATE/DECISION</b> <i>Implement a new customer service call management module</i>
<b>GOAL</b> <i>Streamline workflows, improve data collection and improve client outcomes</i>

DRIVING FORCE	STRENGTH 1=very weak 10= very strong		SITUATION	STRENGTH 1=very weak 10= very strong	RESTRAINING FORCE		
FORCE <i>Need for better data</i>	BEFORE ENHANCE MEASURE 6	Implement new customer service call management software		BEFORE COUNTERMEASURE 9	FORCE <i>Team resistance to recording all calls</i>		
ENHANCE MEASURE <i>Show outcomes of data analysis at another user</i>	AFTER ENHANCE MEASURE 7			→	←	AFTER COUNTERMEASURE 7	COUNTERMEASURE <i>Demonstrate simplicity and benefits</i>
FORCE <i>Centralised and standardised call reporting</i>	BEFORE ENHANCE MEASURE 8			→	←	BEFORE COUNTERMEASURE 9	FORCE <i>Some don't want their call queues tracked</i>
ENHANCE MEASURE <i>Demonstrate added simplicity</i>	AFTER ENHANCE MEASURE 9			→	←	AFTER COUNTERMEASURE 9	COUNTERMEASURE
FORCE <i>Ability to use templates</i>	BEFORE ENHANCE MEASURE 7			→	←	BEFORE COUNTERMEASURE 8	FORCE <i>Change resistance</i>
ENHANCE MEASURE <i>Demonstrate templates</i>	AFTER ENHANCE MEASURE 8			→	←	AFTER COUNTERMEASURE 4	COUNTERMEASURE <i>Engage teams to choose solution</i>
FORCE <i>Improved monitoring of case status</i>	BEFORE ENHANCE MEASURE 6			→	←	BEFORE COUNTERMEASURE 9	FORCE <i>Cost</i>
ENHANCE MEASURE <i>Demonstrate queue management</i>	AFTER ENHANCE MEASURE 8			→	←	AFTER COUNTERMEASURE 5	COUNTERMEASURE <i>Demonstrate potential savings &amp; ROI</i>
FORCE	BEFORE ENHANCE MEASURE			→	←	BEFORE COUNTERMEASURE	FORCE
ENHANCE MEASURE	AFTER ENHANCE MEASURE			→	←	AFTER COUNTERMEASURE	COUNTERMEASURE
FORCE	BEFORE ENHANCE MEASURE			→	←	BEFORE COUNTERMEASURE	FORCE
ENHANCE MEASURE	AFTER ENHANCE MEASURE			→	←	AFTER COUNTERMEASURE	COUNTERMEASURE
TOTAL	BEFORE ENHANCE MEASURE 27 AFTER ENHANCE MEASURE 32					BEFORE COUNTERMEASURE 35 AFTER COUNTERMEASURE 25	TOTAL