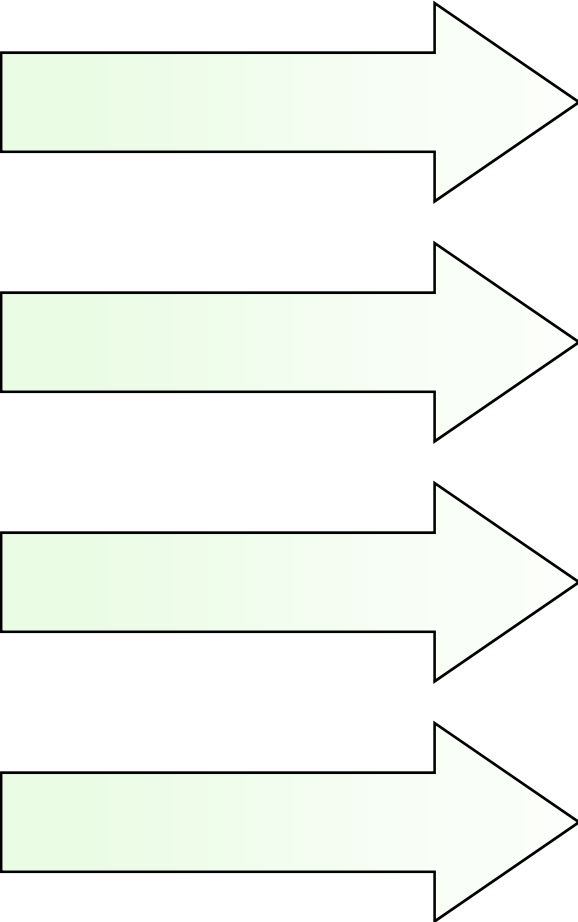


Force Field Analysis

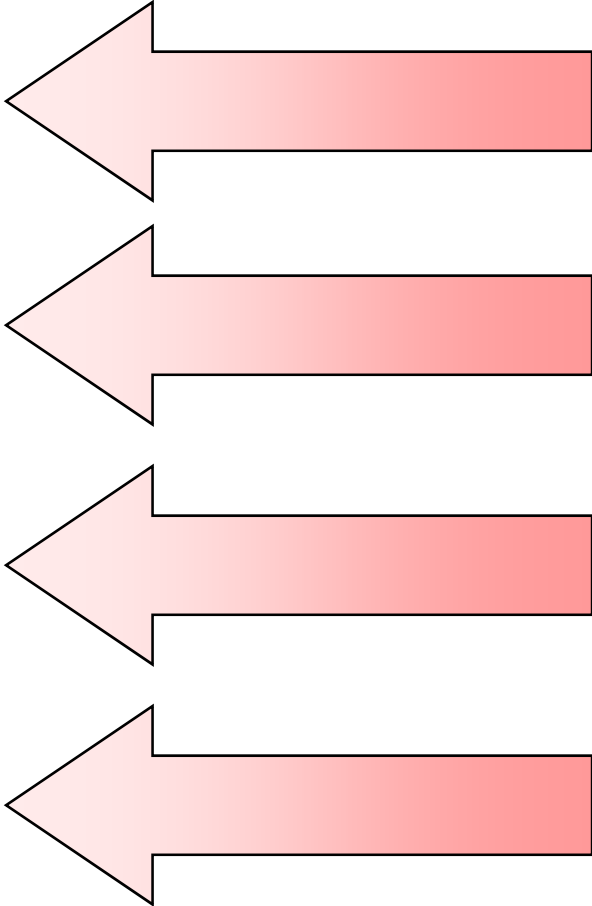
**Internal and External Forces
That Promote the Flow**
(facilitating forces)



**Unmet Need in Our
Area of Specialty**



**Internal and External Forces
That Obstruct
the Flow**
(restraining forces)



Forces might be...

- Attitudes
- Passions
- Sacred Cows
- Regulatory compliance
- Competencies
- Resources
- Power dynamics
- Money
- Structures
- Present processes
- Political issues
- Cultural climate
- Language differences
- Motives
- Partnerships
- Incompetence
- Learning curve
- Fear

Force Field Analysis

