Force Field Analysis

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 Force Field Analysis is a method used for listing and evaluating that may be in favor or against the situation. This fact cannot be denied that there are different forces that influence the overall situation so this analysis is used for analyzing all those forces. Forces shape human behavior and these forces include beliefs, cultural norms, and expectations, etc. It is interesting to note that there are both types of forces i.e. positive and negative. Positive forces push people towards their goals and negative force drags one away from achieving his/her set goals. Both restraining forces (forces that prevent one from advancing toward the goal) and driving forces (forces that help in encouraging one for advancing to the set target) influence the problem. Force field analysis helps in determining the obstacles that are hindering the way. Not only this analysis helps in identifying the problem and the obstacle one finds in his/her way, rather at the same time, but it also helps in predicting the solution, so that the influence of the problem could be minimized.

 An issue is tried to be held in balance by seeking the help of both sets of opposing forces (driving and restraining forces). Both the opposing forces work against each other. Driving forces are used for bringing the change as it highlights the issues and how that issue could be resolved but on the other hand, retraining force attempt to maintain the status of the issue and restricts any change so that issue/problem could not be resolved. Force Field Analysis is widely used in various fields for knowing the imbalance between the driving forces. According to Lewis, there are certain situations and circumstances in which people and organizations need to evaluate what are the factors that could make the situation favorable for them. At the same, changes that are planned to be brought are hindered by opposing forces (restraining factors)

 Maintaining status has become a tough thing to do and to maintain a good status in our society, materialistic things are focused on the most. At present, I am facing an issue i.e. I have been putting untiring efforts for buying a new car but unfortunately, I am facing many difficulties. To analyze this issue of not being able to change my old car with the new one, I created an FFA so that I could look upon the factors (driving and restraining factors) so that I could change my old car and buy a new one. I want to bring a change in my lifestyle and status symbol by changing my car (Bierema, 2014). Driving forces that are pushing me for buying a new care includes; availablity of automobiles in the market with latest technology and design as these two features appeals me the most. Getting new car has become easier as there are sales on new vehicles. Many car companies are providing cars on low finance rates. Cost that I spent on repairing the old car is getting high with time. Automobiles have become a status symbol et. All these are the are driving factors. All these are the driving forces that are pushing me towards buying a new car.

 Contrary to the driving forces, there are many restraining forces as well that are not letting me achieve my aim of buying a new car. Restraining forces that are preventing me from buying a new car includes high payments that I have to pay as down payment and if I sell my old car, I won't be getting a good amount in return. Not only are there financial issues but at the same time, my wife does not want me to sell our old car. I had to bear expenses of my children’s education. Another major restraining force that is hindering my way of buying a new car is that I don’t have a permanent job. All the above-mentioned factors (forces) are impeding my progress in buying a new car as they are not letting me seek financial freedom.

 For enhancing and promoting driving forces, an intervention strategy should be made so that possible and desired changes could be brought. Intervention strategies must be used for bringing a change that would promote driving forces (Nash et al, 2019). First of all there is a need to take other family members in confidence (wife) so that each of the family member could be brought on one page. Finding a permanent job could be another positive factor for bringing a change. Waiting for children to finish studies could be looked upon as a change as well so that the budget could be managed better. One of the best things that could be done is starting to save money specifically for buying a new car. Financial change is needed for promoting the driving forces that would draw my attention towards a couple of areas. It won't be wrong to say that restraining forces restrict the financial freedom that is the only change needed for supporting the driving forces. So, as a whole, it could be said that not only evaluation of positive and negative forces is important rather maintaining balance is also of great importance. For buying a new car, driving force are inculcating in me a feeling of bringing a positive change in my financial status for which I need to do more savings. Looking for a part time job could also help in balancing the presented issue.

**References**

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