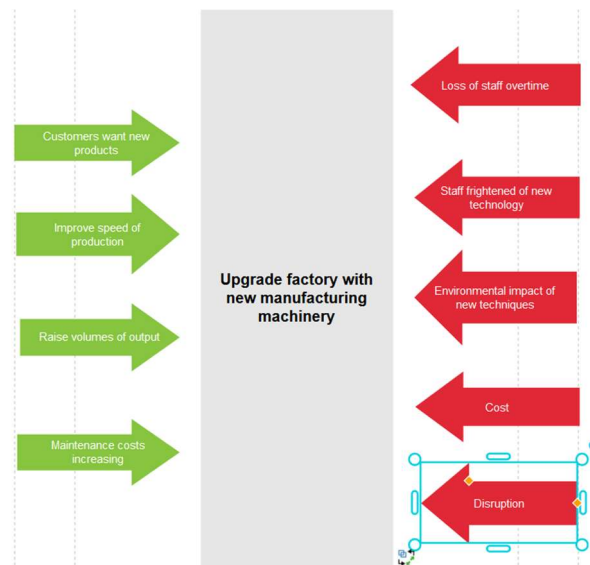


Breakout Group 2. Force field analysis

In short, Force field analysis means identifying both 'driving forces' and 'restraining forces' (=obstacles) to any change issue – such as strategy. The underlying idea is that the desired state or vision can be achieved by increasing the driving forces and reducing the restraining forces. Below is an example picture, where the strategic initiative/issue is “Upgrading factory with new manufacturing machinery”. On the left hand side, marked in green, there are the driving forces that the strategists have identified, and on the right hand side in red are the identified obstacles, restraining forces that is. So, after agreeing on or identifying these, the next step would be of course to start to think about how to capitalize on the driving forces and/or reduce the restraining forces.



In your Force field analysis, try to find agreement on and identify 3-5 driving forces and 3-5 restraining forces. Consider all these categories in your group and try to find agreement on their importance. You may also want to consider their importance by, for example, arranging your post it - type of comments so that the most important ones are closer to the center where we have the strategic issue/vision of Aalto BIZ becoming one of the leading European business schools in its teaching.

We will use Flinga Whiteboard system for this exercise. Flinga is intuitive and very easy to use: just open this link <https://edu.flinga.fi/s/EEJMKBV> and there you have the Whiteboard ready. I created a simplified Force field analysis template for you, so everyone in your breakout room can type text in the whiteboard – Flinga allows you to work together on a same whiteboard. Just type your text in the text field where it says “message” in the Flinga upper right corner and press send. After that you can move that message (appears in the form of square) around, or edit it, or delete it if you so decide.

You have altogether 20 mins. for this exercise, that is, doing Force field analysis as regards our case of Aalto Business School’s strategy in teaching, the underlying question being “What are the measures the Aalto BIZ should take in its efforts regarding teaching in the coming years (to become one of the leading European business schools?)”

So, use Force field analysis to arrive at conclusions regarding the question, and choose one volunteer (or two if you like) who presents your analysis results to us all (**max.** 5 mins.) then when back in the main room.