

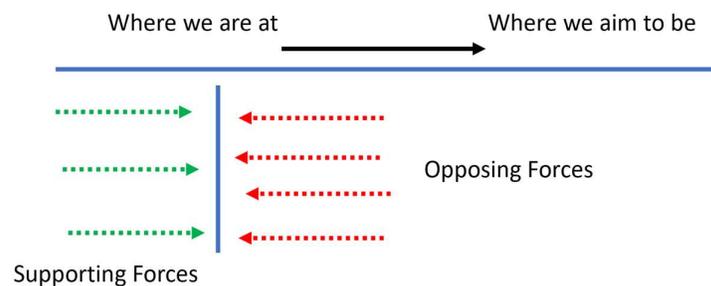
Group Exercise

Using Force field analysis to develop more circular thing in the workplace.

Background

Newton's first law of motion states that an object will not move its position unless acted upon by an unbalanced force. Unless we push and object, it will remain where it stays. Apply enough force and it will move. We take this principle and apply it to examining the inertia within organizations to evolve and move towards more sustainable practices.

Force Field Analysis



Approach

In a group of students, or as a student in an organization discuss the following:

1. Set out to the group what is meant to be more circular or sustainable within an organization. This means being more resource efficient, minimizing waste, reducing the organisation's environmental impact or carbon footprint. You should explain what these concepts are.
2. Now draw the force diagram below and explain in outline that like Newton's first law, the organization exists in a balance of forces. Some resisting forces exist (financial/cultural/behaviour/competition) that will prevent the organisation to become more sustainable. At the same time there are positive forces (regulatory/ public pressure/ emerging trends) that seek to support more sustainable approaches. Work with the group to discuss what these forces are and discuss each in some detail.
3. Next, consider how you might reduce some of the resisting forces within the organization and decide if you believe that is enough to drive the organisation towards sustainability.

Benefits

The exercise enables participants to develop an understanding of what is driving organisations and how circular thinking might impact on the organisation.