

U3.20 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is Lewin's Forcefield Analysis model?

A change management tool used to identify and compare the driving forces supporting change and the restraining forces resisting change.

CARD 2

What are driving forces in Lewin's model?

Forces that support or push the business towards change, such as falling sales, new technology, customer demand, global competition or growth opportunities.

CARD 3

What are restraining forces in Lewin's model?

Forces that resist or hold back change, such as financial costs, staff fear, managerial inertia, cultural incompatibility, lack of training or uncertainty.

CARD 4

How is Lewin's Forcefield Analysis used?

Identify the proposed change, list driving forces, list restraining forces, give each force a strength, compare both sides, then develop an action plan to strengthen drivers and reduce restraints.

CARD 5

What is the decision stage in Lewin's model?

Managers compare the strength of driving and restraining forces. If driving forces are stronger, change is more likely to succeed; if restraining forces are stronger, resistance should be reduced first.

CARD 6

What are key limitations of Lewin's Forcefield Analysis?

It can oversimplify complex change, scoring is subjective, it does not provide a full implementation process, and forces can change quickly.

CARD 7

What is Kotter's 8 Steps change management model?

A structured process for leading employees through change by creating urgency, building support, communicating a vision, removing barriers, generating wins and embedding the change.

CARD 8

What are Steps 1 and 2 of Kotter's model?

1. Create a sense of urgency. 2. Build a guiding coalition.

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CARD 9

What are Steps 3 and 4 of Kotter's model?

3. Form a strategic vision and initiatives. 4. Enlist a volunteer army.

CARD 10

What are Steps 5 and 6 of Kotter's model?

5. Enable action by removing barriers. 6. Generate short-term wins.

CARD 11

What are Steps 7 and 8 of Kotter's model?

7. Sustain acceleration. 8. Institute change.

CARD 12

How does Kotter's model prepare people for change?

It helps employees understand why change is needed, builds involvement and support, removes barriers, creates confidence through early wins and embeds the new behaviour into normal business practice.

CARD 13

What are key limitations of Kotter's 8 Steps?

It can be time-consuming, can feel top-down, the steps may overlap in real change, and its success depends heavily on leadership quality and follow-through.