

# Force field metrication analysis in a fertilizer company



| <b>Forces driving metrication</b><br>Small force--><br>Medium force-----><br>Large force-----> | <b>Neutral forces</b>           | <b>Forces restraining metrication</b><br><--Small force<br><-----Medium force<br><-----Large force |
|------------------------------------------------------------------------------------------------|---------------------------------|----------------------------------------------------------------------------------------------------|
|                                                                                                | <b>MANAGERS</b>                 |                                                                                                    |
|                                                                                                | Generalist managers             |                                                                                                    |
| Farm managers-->                                                                               |                                 | <--Specialist managers                                                                             |
|                                                                                                | <b>PROFESSIONALS</b>            |                                                                                                    |
|                                                                                                | Arts                            |                                                                                                    |
|                                                                                                | Accountants                     |                                                                                                    |
| Architects----->                                                                               |                                 | <-----Education & Training                                                                         |
| Engineering----->                                                                              |                                 | <--Health & First Aid                                                                              |
|                                                                                                |                                 | <--Human Resources                                                                                 |
|                                                                                                |                                 | <-----Humanities                                                                                   |
|                                                                                                |                                 | <--Information Technology                                                                          |
|                                                                                                |                                 | <--Mathematicians                                                                                  |
|                                                                                                | Scientists                      |                                                                                                    |
|                                                                                                |                                 | <-----Social Scientists                                                                            |
|                                                                                                | <b>TRADES</b>                   |                                                                                                    |
| Agricultural-->                                                                                |                                 |                                                                                                    |
| Automotive----->                                                                               |                                 |                                                                                                    |
| Carpentry----->                                                                                |                                 |                                                                                                    |
| Electrical-->                                                                                  |                                 |                                                                                                    |
| Electronics-->                                                                                 |                                 |                                                                                                    |
| Engineering----->                                                                              |                                 |                                                                                                    |
| Metal fabrication----->                                                                        |                                 |                                                                                                    |
|                                                                                                | Food Trades                     |                                                                                                    |
|                                                                                                |                                 | <-----Horticultural                                                                                |
| Mechanical----->                                                                               |                                 | <--Plumbers                                                                                        |
|                                                                                                |                                 | <-----Textile trades                                                                               |
|                                                                                                | <b>CLERICAL/SALES/SERVICE</b>   |                                                                                                    |
|                                                                                                | Clerical                        |                                                                                                    |
|                                                                                                | Sales                           |                                                                                                    |
| Service Workers-->                                                                             |                                 | <--Secretaries and PAs                                                                             |
|                                                                                                | <b>PRODUCTION AND TRANSPORT</b> |                                                                                                    |
| Plant Operators-->                                                                             |                                 |                                                                                                    |
|                                                                                                | Machine Operators               |                                                                                                    |
|                                                                                                | Road and Rail Drivers           |                                                                                                    |
|                                                                                                | <b>LABOURERS</b>                |                                                                                                    |
|                                                                                                | Cleaners                        |                                                                                                    |
|                                                                                                | Factory Labourers               |                                                                                                    |

Force Field Diagram adapted from Kurt Lewin by Pat Naughtin 2009 August 26

## How this force field diagram was constructed

- 1 List all company occupations. For a school or college, you might use department names.
- 2 Place the names of the occupations in the central of three columns.
- 3 Read down the list and make an assessment of whether this group is a driving force toward metrication or a force restraining metrication. If you can't decide, leave as neutral.
- 4 Read down each of the left and right hand columns deciding whether each group has a small, medium, or large effect on your metrication transition program. I use two en dashes for small, five for medium, and 10 for large forces. An en dash on my computer is 'Option-dash'.
- 5 Consider how you might plan your future activities now that you know where to focus on strengths and weaknesses.
- 6 Consider radical thoughts such as running a training program with your humanities trained professionals and your carpenters or metal fabricators!

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Metric system consultant, writer, and speaker, Pat Naughtin, has helped thousands of people and hundreds of companies upgrade to the modern metric system smoothly, quickly, and so economically that they now save thousands each year when buying, processing, or selling for their businesses. Pat provides services and resources for many different trades, crafts, and professions for commercial, industrial and government metrication leaders in Asia, Europe, and in the USA. Pat's clients include the Australian Government, Google, NASA, NIST, and the metric associations of Canada, the UK, and the USA.

Pat specialises in the modern metric system based on the International System of Units (SI), but he is mostly concerned with the processes that people use for themselves, their groups, their businesses, their industries, and their nations as they go about their inevitable metrication process. See <http://www.metricationmatters.com> for more metrication information, contact Pat at [pat.naughtin@metricationmatters.com](mailto:pat.naughtin@metricationmatters.com) or subscribe to the free 'Metrication matters' newsletter at <http://www.metricationmatters.com/newsletter>

