

Force field metrication analysis in a fertilizer company



Forces driving metrication Small force--> Medium force-----> Large force----->	Neutral forces	Forces restraining metrication <--Small force <-----Medium force <-----Large force
	MANAGERS	
	Generalist managers	
Farm managers-->		<--Specialist managers
	PROFESSIONALS	
	Arts	
	Accountants	
Architects----->		<-----Education & Training
Engineering----->		<--Health & First Aid
		<--Human Resources
		<-----Humanities
		<--Information Technology
		<--Mathematicians
	Scientists	
		<-----Social Scientists
	TRADES	
Agricultural-->		
Automotive----->		
Carpentry----->		
Electrical-->		
Electronics-->		
Engineering----->		
Metal fabrication----->		
	Food Trades	
		<-----Horticultural
Mechanical----->		<--Plumbers
		<-----Textile trades
	CLERICAL/SALES/SERVICE	
	Clerical	
	Sales	
Service Workers-->		<--Secretaries and PAs
	PRODUCTION AND TRANSPORT	
Plant Operators-->		
	Machine Operators	
	Road and Rail Drivers	
	LABOURERS	
	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 or subscribe to the free 'Metrication matters' newsletter at <http://www.metricationmatters.com/newsletter>

