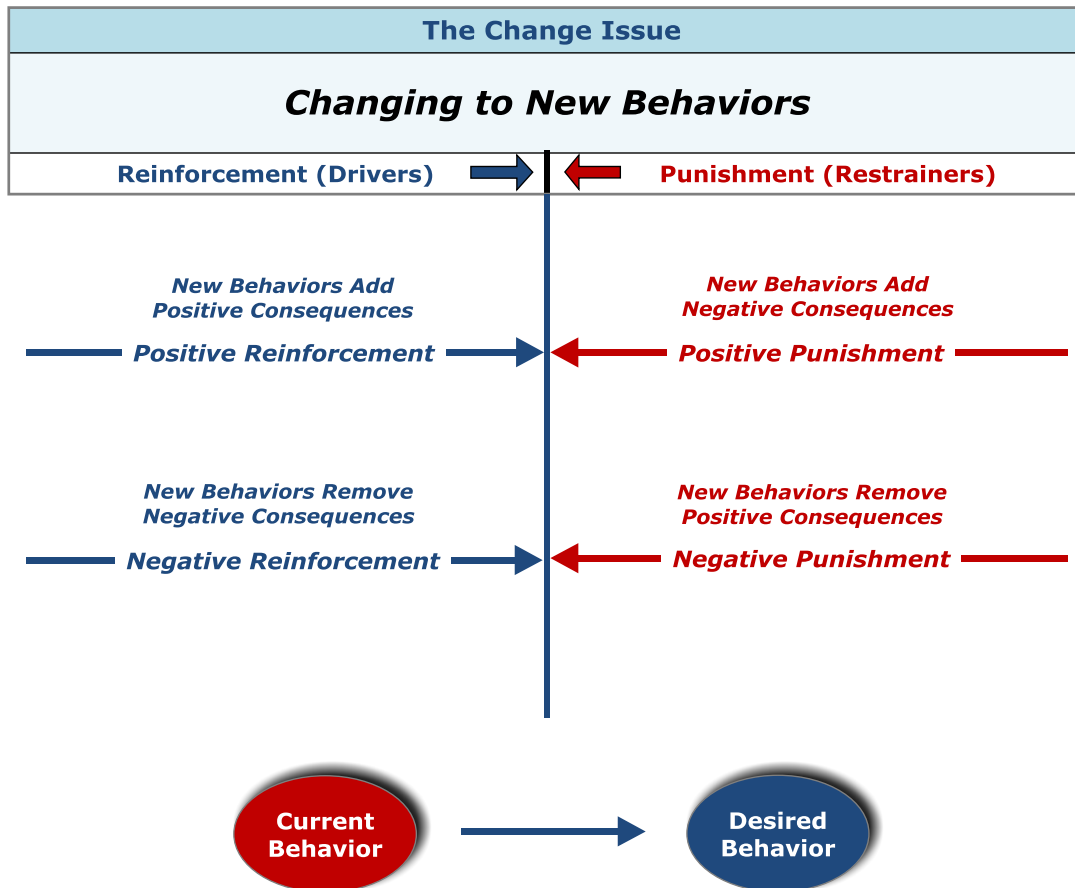


Tools for Knowledge Workers

Kurt Lewin meets B.F. Skinner



You are probably familiar with Kurt Lewin's Force Field Theory. You might also be familiar with B.F. Skinner's Reinforcement Theory. But did you know that there is a very good conceptual fit between the two when Force-Field Analysis is applied to changing behavior? This is depicted in the diagram above. The restraining forces in red tend to sustain and maintain current behaviors. The driving forces in blue tend to encourage adopting new behaviors. The balance of the two determines which way things will go. See "[Changing Someone Else's Behavior](#)" for a more detailed treatment.

