## STEP 2 - TOOL E2 – Social Network Analysis

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| Purpose | Create an overview of what stakeholders are supporting and opposing a certain innovation or change. |
| C:\Users\sara.giovannini\AppData\Local\Microsoft\Windows\INetCache\Content.Word\paper.pngDescription | This mapping method gives insights into forces of actors that can oppose or support the desired change. It can be used mainly at the stage of agenda building and coalition forming, to improve the probability of success by either reducing the strength of the forces opposing the change or by increasing the forces pushing for change. |
| C:\Users\sara.giovannini\AppData\Local\Microsoft\Windows\INetCache\Content.Word\checklist.pngInstructions | 1. For this analysis one first describes the goal of your process: what changes are you working on? 2. Then one lists actors supporting this process (driving forces) in the left column and actors opposing this process (restraining forces) in the right column. 3. Then you either label the force of each actor as weak, moderate or strong (see left side of *figure 3*) or you assign a score for each force from 1 (weak) to 5 (strong) (see right side of *figure 3*). 4. If required, reasons for opposing or supporting change can be added as well. 5. Calculate the total score for both sides: 6. This overview can be used to formulate next steps:   It shows you..   * … what stakeholders have strong onions, and how support or oppose each other * … who to talk to when looking for supportive ideas * … Who to talk to when identifying barriers and what issues should be solved |
|  | *Figure 3: Actor force field analysis* |

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| Change issue:  [type here …..] | | | |
| **Driving forces** | | **Restraining forces** | |
| **Supporting actors** | **Score  [1-5]** | **Opposing Actors** | **Score [1-5]** |
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