

# The normative model essay example

[Business](#), [Company](#)



## **Memo – Normative Model vs. Force Field Approach**

### **MEMO - NORMATIVE MODEL vs. FORCE FIELD APPROACH**

The normative model for the questionnaires is effectively a model, which will elaborately evaluate any alternative solutions that are there concerning the question, and it suggests what needs to be done according to a standard. It is worth noting that there are limits concerning the information amount that a person can efficiently manage and this is the paramount reason why majority of the people utilize shortcuts to simplify the decision making process. The normative model assists in selecting solutions which are properly chosen and that meet the required minimum requirements. Among the merits of this model include having a variety of alternative solutions and the decision making process is well simplified.

### **The Force Field Analysis Model**

On the other hand, the force field analysis model is a decision-making concept, which analyzes forces for and against a certain change in order to assist in communicating the major reasoning behind the decisions. The force field analysis is mainly meant to interpret the various factors that have been included in the change process as well as an in-depth evaluation of the pros and cons. The company can effectively establish strategies in order to decrease the impact of the contrasting forces and eventually strengthen the supportive forces. The merits of this method include an in-depth evaluation of the pros and cons, creation of a decrease in the impact brought about by the contrasting forces as well as strengthening the supportive forces.

## **Recommendation**

I strongly recommend that the organization should create value descriptions from the force field analysis since it examines both the forces that are against change as well as the forces that go with the intended change because the company is dynamic and changes are inevitable. The merits of this noble analysis are what the company requires since it takes an in-depth analysis on the pros and cons, decreases the contrasting forces impact and strengthens the supportive forces.

## **References**

Force Field Analysis. (2008). Retrieved 07th September 2013 from NHS: < [http://www.institute.nhs.uk/quality\\_and\\_service\\_improvement\\_tools/quality\\_and\\_service\\_improvement\\_tools/force\\_field\\_analysis.html](http://www.institute.nhs.uk/quality_and_service_improvement_tools/quality_and_service_improvement_tools/force_field_analysis.html) >

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