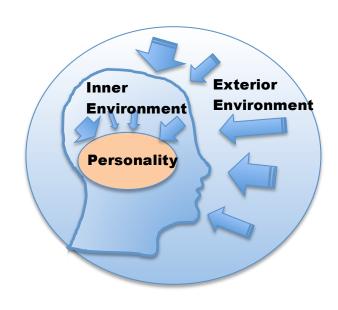
# **FORCE FIELD ANALYSIS OF BEHAVIOR**

## **INNER**

### **ENVIRONMENT**

- Shoulds, shouldn'ts
- Do's, Don'ts, learned messages
- Would have, might have, etc.



### **EXTERIOR**

### **ENVIRONMENT**

- Cultural rules, pressures
- Business roles, family responsibilities
- Team dynamics, partner's traits, etc.