**Outline**

General Purpose: To Analyze

Specific Purpose: To analyze the change process needed for the "bike exchange" program”.

Executive Summary:

1. Pollution and traffic jams have been major problems in the commercial center of the city of Lyon in France.
2. The city asked JCDecaux for devising, implementing, and executing a change plan which involved a "bike exchange" program.
3. However, such a change initiative is faced with different concerns and forces against the shift and change itself.

Problem Statement:

1. The major problem and issue being addressed are the pollution and traffic jams in the commercial center of the city of Lyon in France.
2. These issues tend to result in various negative effects on the city and country.

Lewin’s Change Model:

1. According to Lewin, the change process consisted of three major steps that are unfreezing, moving, and refreezing.
2. Unfreezing will involve reducing the forces against the change, such as the president of the local nongovernmental transportation union.
3. Behavior change must be implemented and integrated through the different components of the city of Lyon. This will involve government, corporations, as well as citizens.
4. Finally, the final step of refreezing will include stabilizing the current state with the city of Lyon in terms of making sure that changes implemented are long-term and sustainable.