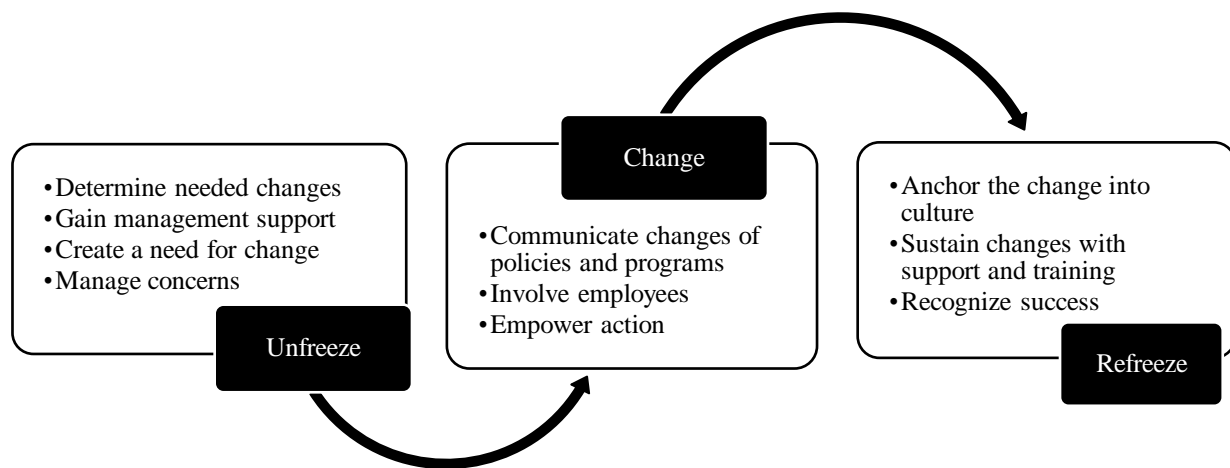


Lewin's Three-Step Change Theory

Lewin's three-step change theory operates on the premise that behavior change is influenced by driving and hindering forces (Lewin, 1951). There are three steps to Lewin's model. The first involves an unfreezing of current behavior and ensuring that individual and group influence promotes change (Schein, 1996). During the second step, behavioral change occurs through programs or policies. Last, there is a refreezing of the new behavior to ensure long-term commitment. Figure 3 shows the stages of Lewin's three-step change theory.



Primary Source: Lewin (1951).