**ENVIRONMENTAL SCAN**

**How easy or difficult is it to do business in Lyon?**

The city of Lyon is pursuing an economic strategy focused on foreign business attraction, quality of life, and concentrated industry development.

Over 66% of the businesses that established a presence in Lyon in 2012 were foreign entities. This is an indicator that foreign companies like and approve of Lyon’s business culture. It is also a testament to the efforts of the Lyon business community to continue to attract additional businesses to the area further increasing the appeal to others.

A business will have a hard time expanding or relocating to a new area where the quality of life is low. Lyon is aware of this and has made concentrated efforts to elevate the profile of the city and has received external recognition from multiple groups and rankings. One that specifically stood out to us was the ranking of 9th most attractive European city by Ernst & Young. This is an indicator of multiple factors that reveal the overall appeal of the city. Additionly, Lyon has been named one of thirteen Districts of Creativity globally. This shows their value on innovation and forward thinking outlook.

While Lyon attracts businesses from a wide variety of industries, there is a concentrated effort in high tech and research industries such as Pharmaceutical, BioTech and Clean Technologies that denote a culture of agility in business practices.

Overall, Lyon has a healthy business environment, but it also appears to be easier for Fortune 500 companies, large multinationals, and companies with greater than 10 employees to settle in Lyon for a variety of reasons. If your company fits these guidelines, then Lyon would be a good candidate city.

Little evidence is presented to give an educated opinion about individual consulting practices.

**How easy or difficult would it be to move and live in Lyon?**

How a person adapts to a different country is the result of a combination of personal and local characteristics. However, when it comes to Lyon it seems the city is creating a lot of efforts to facilitate a transition for EU and non-EU citizens into its town. For example, ADERLY offers foreigners services to facilitate administrative processes around immigration documentation required for non-EU citizens.

For the individual, one must consider that Lyon is not a big city. It's a large town. This means life is not fast-paced as some people may be used to or prefer.

With the 2nd largest airport in France, Lyon offers plenty of travel options. While it lacks direct flights from the US, it is well connected to the rest of France and EU. With a lower cost of living compared to Paris, Lyon is 30% cheaper with the same quality of living. Life in Lyon may be “richer”, since the city takes pride in its heritage from culture, dance, theater and gastronomy. Lyon offers many international school options that make it easier for foreigners to relocate a family to the region.

**Which of your impressions would you like to verify or refute? How would you do it?**

We realize Lyon is a booming economic area, but have not heard much about it in the global news. We would like to see what the development is progressing throughout the area by accessing real estate development, foot traffic, and ease of use of transportation networks.

We would like to verify the cultural heritage of the city by visiting historic sites such as the Roman district, Fourvière, the Renaissance district, the silk district, the Presqu'île, as well as experience it's gastronomic offers.

Lastly, we would like to verify or refute how fast or slow-paced life is. We are curious by the clash between high tech, cutting edge industries and classical architectural and cultural heritage. Our research indicates Lyon has done a good job of blending these two pieces of its DNA, and we want to see how they have brought the modern and the classic together in harmony.

**PERSONAL PREPARATION**

**HEALTH**

Having travelled to France before, we both are conscious of the effect long travel and time zone changes have in our bodies and minds. Something that has worked well for both in the past is adjusting the body to the time zone ahead of the trip by arriving early to our destination, so we plan to do it the same this time. This will help maintain the energy. Small efforts such as staying hydrated and going outside whenever possible should be made during those first days. As a plan to sustain a clear mind, bringing exercise clothes and shoes to make morning walks is also considered. Lastly, awareness around our diet will help avoid using too much energy for physiological process rather than mental processes.

**CONNECTION**

Maintaining connection with loved ones is important for us as we travel abroad. We are both going to utilize technology that we already use to connect with people at home, that way it is easier not only for us, but also for our families. We will use Skype, Facetime, Whatsapp, E-mail, and a Jetpack with a Mifi account as a source for wireless if needed.

**AMBIGUITY**

Throughout the program, we have come to expect ambiguity and embrace what it has to offer in the learning process. We have learned to breath, listen, let it be and understand that it will be OK. Lastly, reflect and be aware of the true nature of the triggers.

**CQ**

Explore the city and take in the culture as much as possible beforehand and even while in the practicum will help us adapt our behavior to the culture. This is the first experience in France from a business angle for both of us, and we are anxious to see what we can learn. Arrive early to Lyon to get a sense of the city in advance and forming a relationship with a member of the staff of the hotel or a native of Lyon to learn more about the culture will be helpful. Being conscious about our interactions and of how we come across, and what the clients and the new cohort are trying to communicate to us. And lastly, make sure we adapt my models and framework accordingly to the culture of the country, city and client.

Being new to the cohort, Ana plans to connect with different Pi Prime members in advance. She has already personally met three Pi Primers, and connected with her LG. But she is aware that this is also a new culture she has to adapt as well.

**PDC/SLC**

Ana V: My PDC has been locked. I am now uploading evidence in my e-portfolio. I am 90% done with all my goals.

Bryan C: No, they are not locked in as of yet. They are 80% firm, but due to potential changes in my work situation some of my goals may be altered.