

LEGO® SERIOUS PLAY®

- deeper and broader in less time
- faster and better decisions
- more effective meetings for everyone



Are you looking for an **engaging, full-participation platform** to :

- Think through complex issues** and design shared solutions which result in a high level of ownership?
- Bring to life shared values** and leadership standards so that it connects with personal experiences?
- Break down silo thinking** and increase knowledge sharing so that there is a sense of shared identity and culture?
- Brain-storm** (rather than blame-storm) with a systemic perspective which involves everyone's input (rather than just the vocal ones)?
- Communicate collaboratively** through creating a common frame of reference that will impact the way we work together?
- Strategize cooperatively** by involving full participation from everyone?

WHEN IS IT A GOOD IDEA TO USE LEGO® SERIOUS PLAY®?

PURPOSE

It is a good idea to use LEGO SERIOUS PLAY if it is important:

- that everyone is able to contribute her or his knowledge and opinions on a level playing field.
- that the meeting includes honest dialog and collaborative communication.
- that no one participant dominates at the expense of others, for example, by pursuing a personal agenda.

SUBJECT

It is a good idea to use LEGO SERIOUS PLAY when:

- the subject is complex and multi-faceted, and there are no clear answers.
- there is a need to grasp the big picture, see connections and explore various options and potential solutions.
- the participants are diverse in age, professional background or training (engineering and marketing, for example), or organizational status.

RESULT

It is a good idea to use LEGO SERIOUS PLAY if it is important to:

- to make decisions that everyone commits to and honors after the meeting, even though he/she does not agree 100% with everything.
- to make sure there are no excuses or lack of initiative after the meeting because participants feel they were not heard nor involved in the decision.
- to give all participants a common understanding and frame of reference that will impact their work together after the meeting.



With the LEGO SERIOUS PLAY approach the results are "lean forward meetings". This means more participation, more insights, more knowledge, more engagement and, ultimately, more commitment and faster implementation.

WHY IS LEGO® SERIOUS PLAY® EFFECTIVE?

1. In LEGO SERIOUS PLAY, the LEGO bricks serve as a common language that anyone can use, regardless of their education, position or culture. This ensures that everybody's knowledge and insights are surfaced.
2. The starting focus in LEGO SERIOUS PLAY is on each individual and not the group. This means that the structure of the process requires every one to be actively involved in the decision process, which increases the probability that all parties will honor the decisions and agreements after the meeting.
3. LEGO SERIOUS PLAY produces more concrete ideas and results, because everyone has time to build his or her answers and input before conversation and knowledge sharing begin.
4. LEGO SERIOUS PLAY ensures faster and better communication and understanding because it uses 3D visualization, metaphors and stories. This also leads to fewer misunderstandings.
5. Meetings facilitated by LEGO SERIOUS PLAY stay on topic because the focus is on the bricks – not on the person. This allows the discussion to become very intense without creating personal conflicts.



The company that created this model believed they had a unique new product invention (symbolized by the panda), but it wasn't selling. The LSP workshop uncovered the root problem: The company was very proud of their invention (the pink house), but afraid of copycats and, thus, TOO protective (the panda is in a cage, fences around, the team acting as guards). They could SEE the customers (in the glass hut) and the customers could SEE them, but the two couldn't communicate. Once understanding the root problem the marketing department played "what-if games" (scenario testing) i.e. What if we

remove the guards? What if we remove the fences? By playing out the consequences, the company was able to decide the best way to get the panda outside of the protected environment and into the hands of customers.