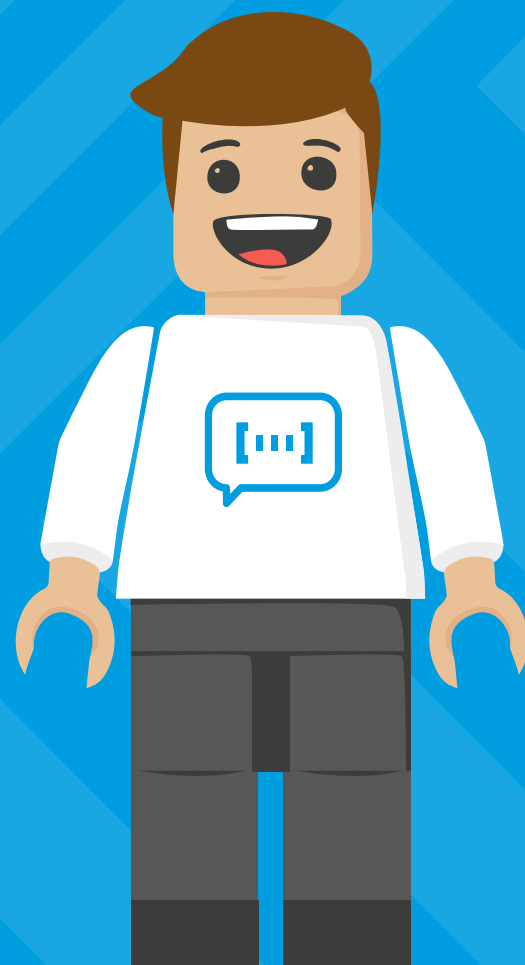
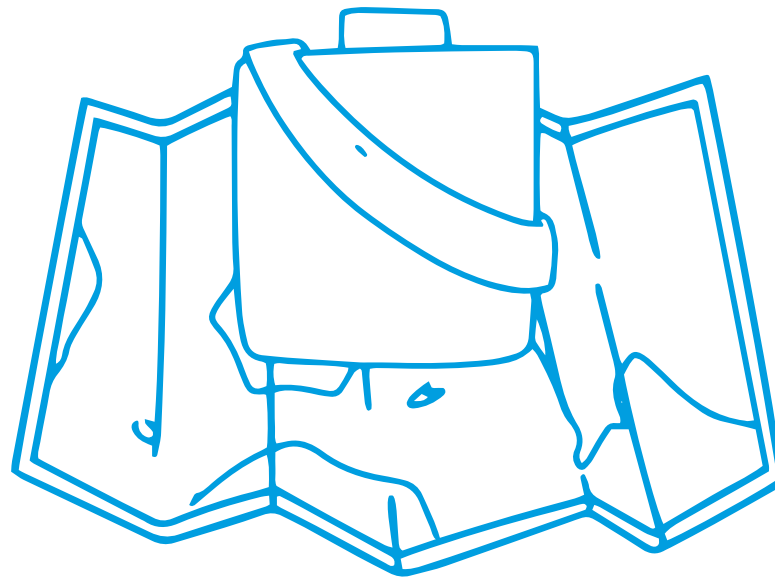


What is LEGO® Serious Play® and why should organizations use it?



A Little History



LEGO® Serious Play® (LSP) emerged in the mid-1990s as an idea to introduce the use of **LEGO®**s in business and educational settings. Robert Rasmussen, then Director of Educational R&D at **LEGO®**, developed **LSP** as a methodology and created the facilitator training program. Later, around 2007, it was given the complete form that it has today. To broaden the facilitator base, the distribution model was changed to make LSP open source in 2010. As a result, all materials are openly available.

LEGO® Serious Play® is a **collaborative method designed to increase performance and innovation** in companies. By building models using **LEGO®** pieces, this method aims to facilitate decision-making and team cohesion.

Benefits of LEGO®: Promote Cultural Changes



LEGO®s are useful for turning abstract ideas that are difficult to understand or fully assimilate into something tangible and concrete (break silos, improve customer relationships, etc).



For situations that require maximum participation and involvement, **LEGO®** enables everyone in the workshop to work collaboratively and actively participate.



LEGO® facilitates creativity. It is very useful for coming up with creative solutions to complex problems.



LEGO® is always evokes emotion. On one hand, it allows for emotional connections in a safe environment, and on the other hand, it facilitates participant involvement to enable empathy and collaboration.

When to use LEGO® Serious Play®

LSP can greatly help organizations in situations where there is no single, shared solution and when different visions need to be shared to create a complete vision.

For example:



Define strategies and create action plans (company, business, department, team, or project).



Improve work team performance.



Improve the relationship and communication between different departments.



Agree on a working method.

Basic Phases



The Challenge: A challenge, with no obvious or correct solution, is provided to the participants.



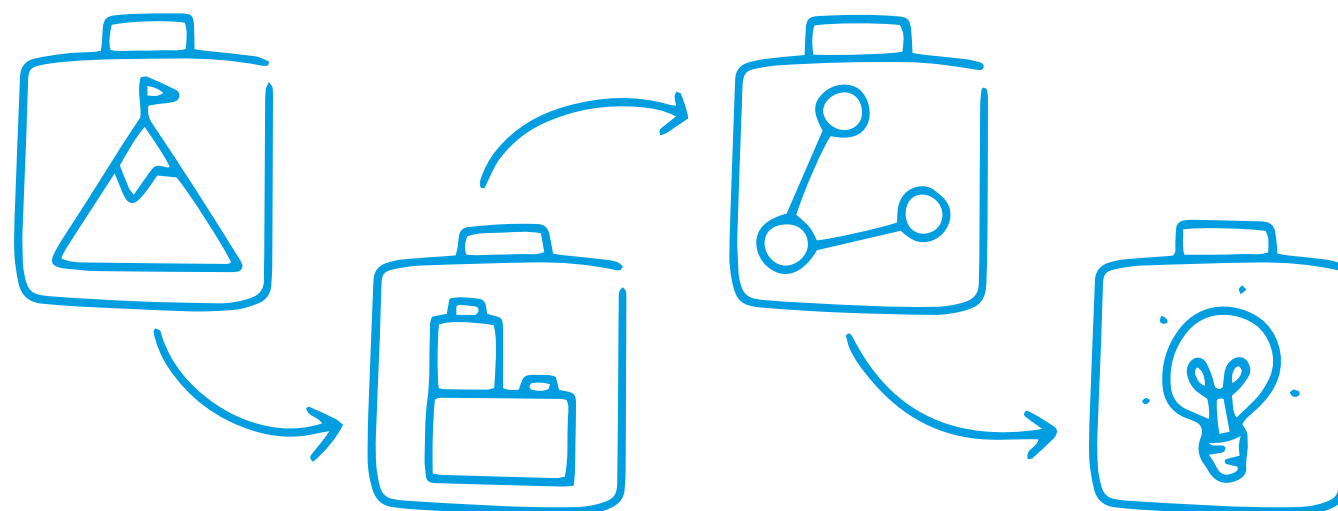
Build: Participants build a model with **LEGO®** pieces and develop a story that gives it meaning.









Share: Each participant shares their story and model.



Reflect: To internalize the story, all the participants reflect on what is shared.

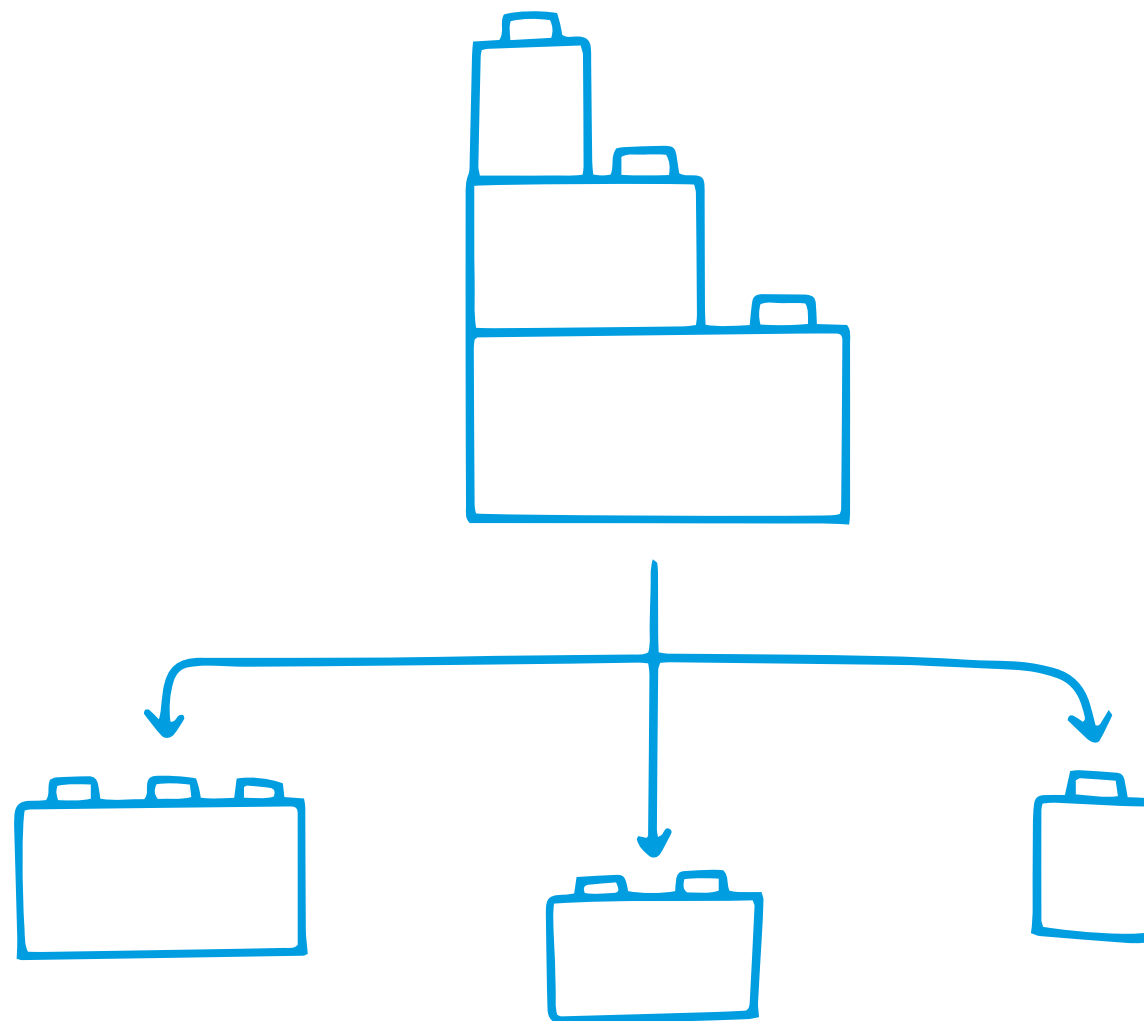


Rules

-  Be punctual.
-  Avoid distractions.
-  Trust the process.
-  Explain the model you built.
-  Respect the meaning.
-  If you don't know what to build, just start building.

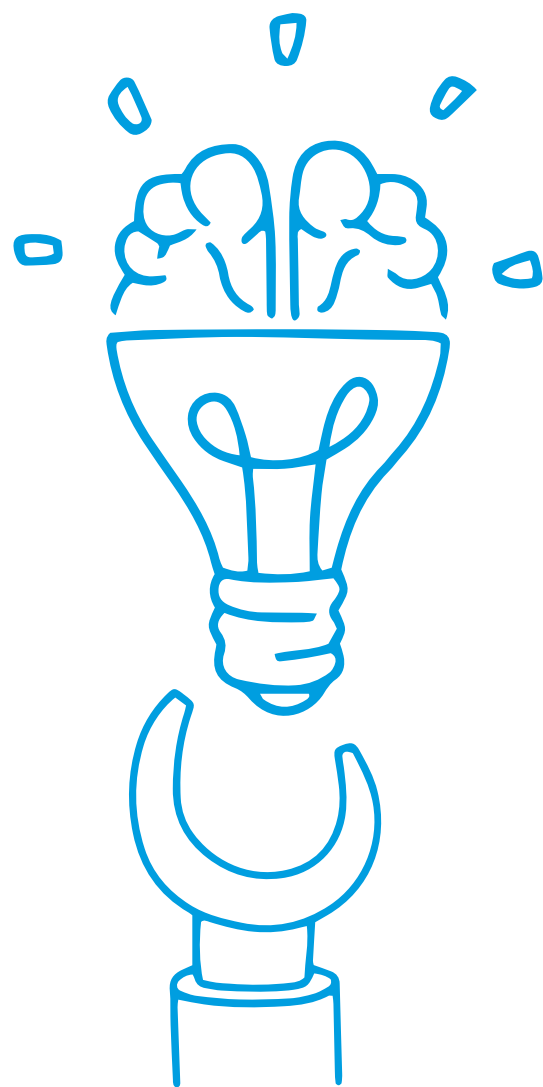


Structured Process



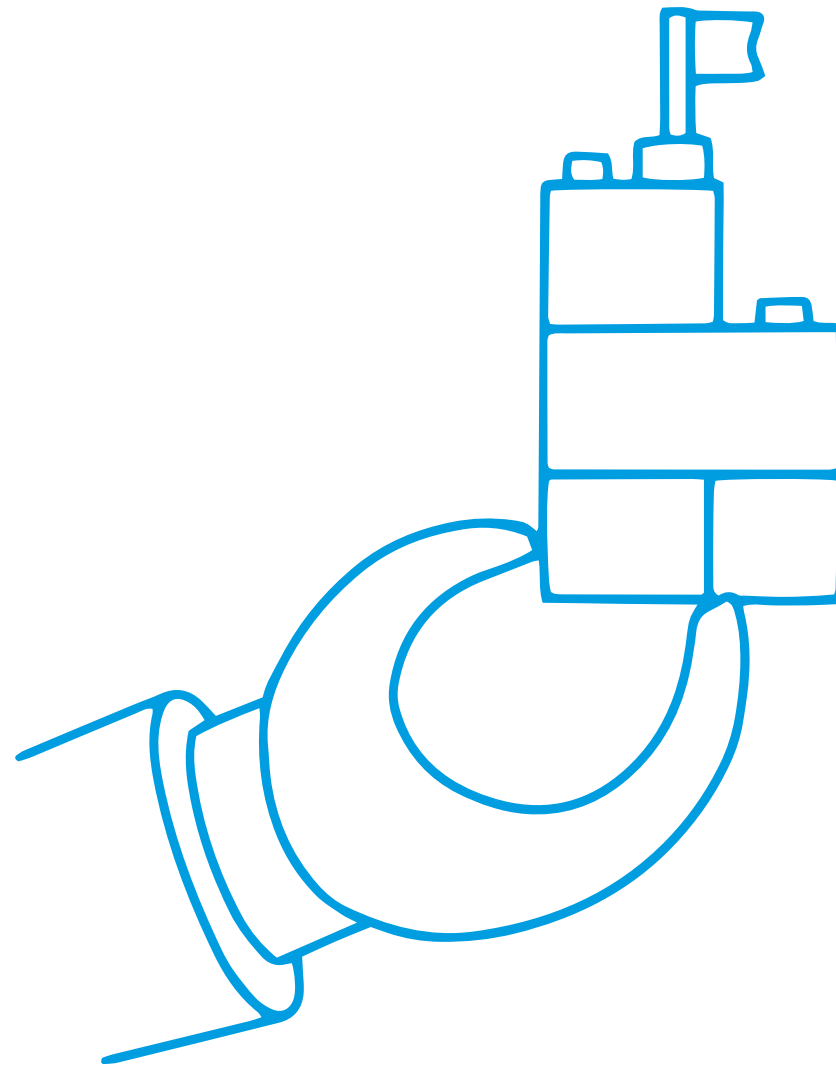
LEGO® construction is not improvised in LSP, but follows a complete structure based on a central process and different application activities that progress in difficulty). The **focus is always to start from the individual vision and then share with the group**. This structure, along with good facilitation, allows participants to quickly connect with the objectives and conclusions within the allotted time for the workshop.

Think with your hands.



"If you don't know what to build, just start building." Under this simple rule, it is possible for unconscious knowledge to emerge. It is estimated that we are aware of around 5-10% of the knowledge we possess. The **visualization of objects in 3D, together with the use of metaphors and stories to represent difficult concepts**, allows participants to reflect appropriately, learn fast and more complete, and obtain more concrete and effective results.

It's a Game



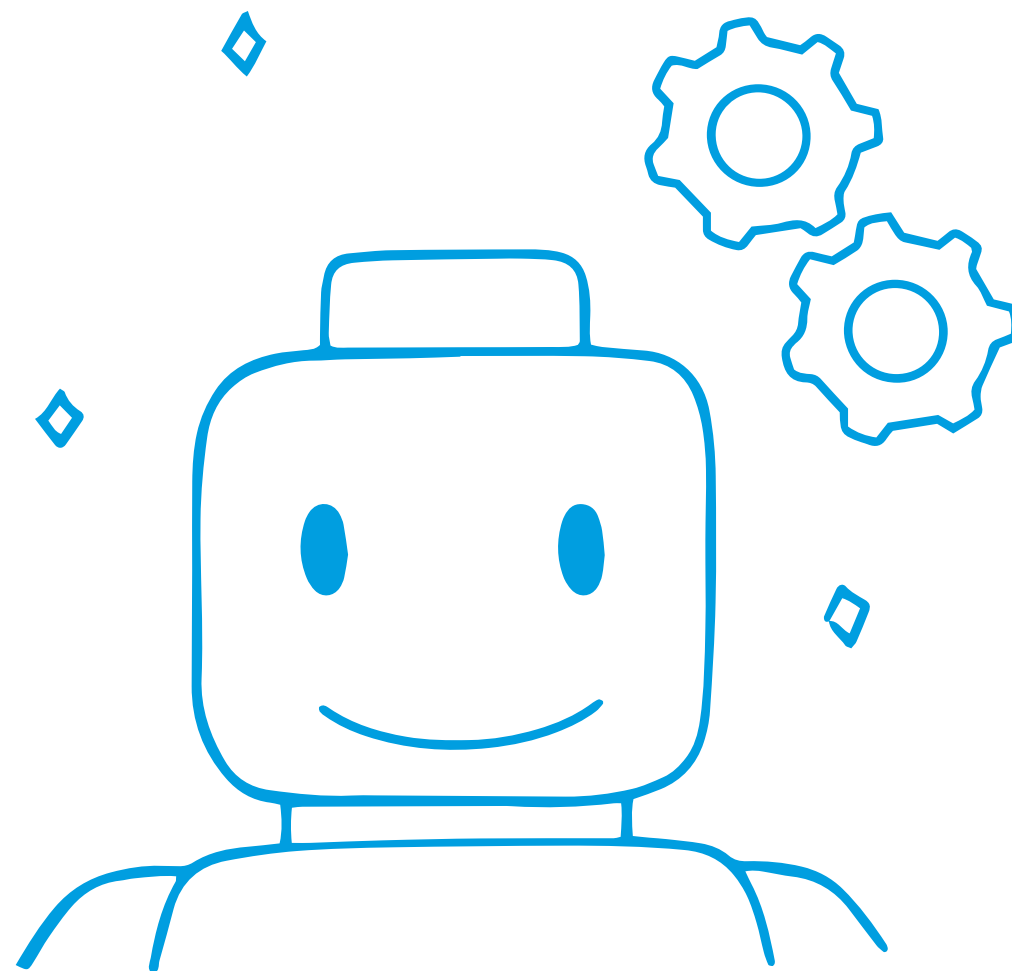
LSP is based on construction with **LEGO®** pieces. Therefore, it uses a common language that **everyone understands and can use**. It's only requirement is knowing how the pieces fit together.

The 100-100 Rule



Have you never attended endless meetings where a decision is finally made by a few VIP attendees? The LSP method is designed to allow 100% of the attendees to participate 100% of the time – no matter if you are at the top or the bottom of the chain. This requirement allows more **perspectives**, and thus results in **greater confidence and commitment**.

Adaption



By requiring participation from people with different visions and perspectives, LSP has a unique way of making innovative solutions to problems more obvious. **LSP** seeks adaptation to complex and changing environments (systems). **The focus therefore is not to predict, but to pay attention.**

Thank you!

For more information about LEGO® Serious Play® workshops click [here](#).

