



SERIOUSPLAY®

Innovative, interactive, experiential approach for dealing with challenges organizations & teams are facing today.



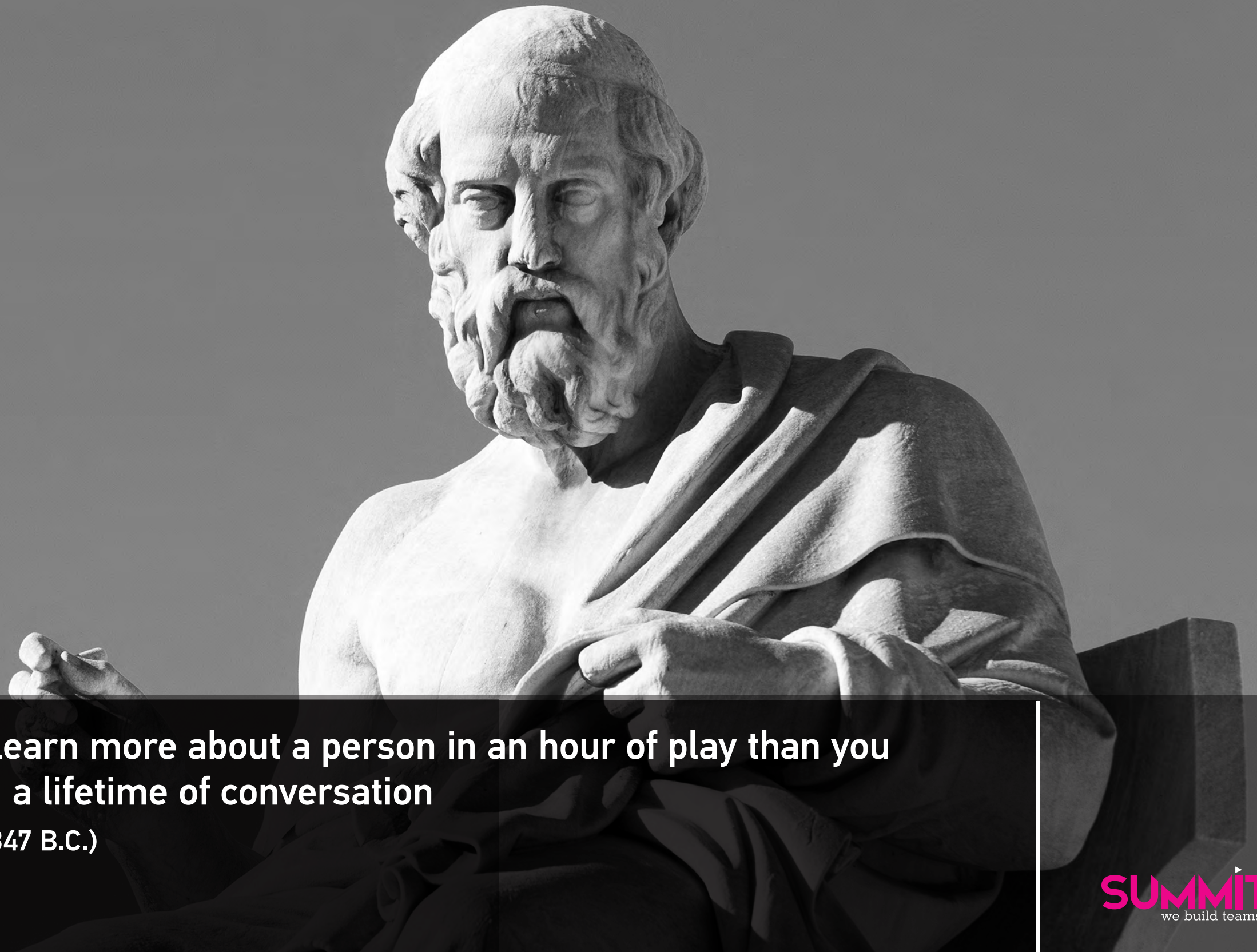
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LEGO® SERIOUS PLAY®



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**You can learn more about a person in an hour of play than you
can from a lifetime of conversation**

Plato (427-347 B.C.)

SUMMIT
we build teams

► What it is all about...



The **LEGO® Serious Play®** Method is a facilitated meeting, communication and problem-solving process.

Based on research which shows that this kind of **hands-on minds-on** learning, produces a deeper, more meaningful understanding of the world and its possibilities.

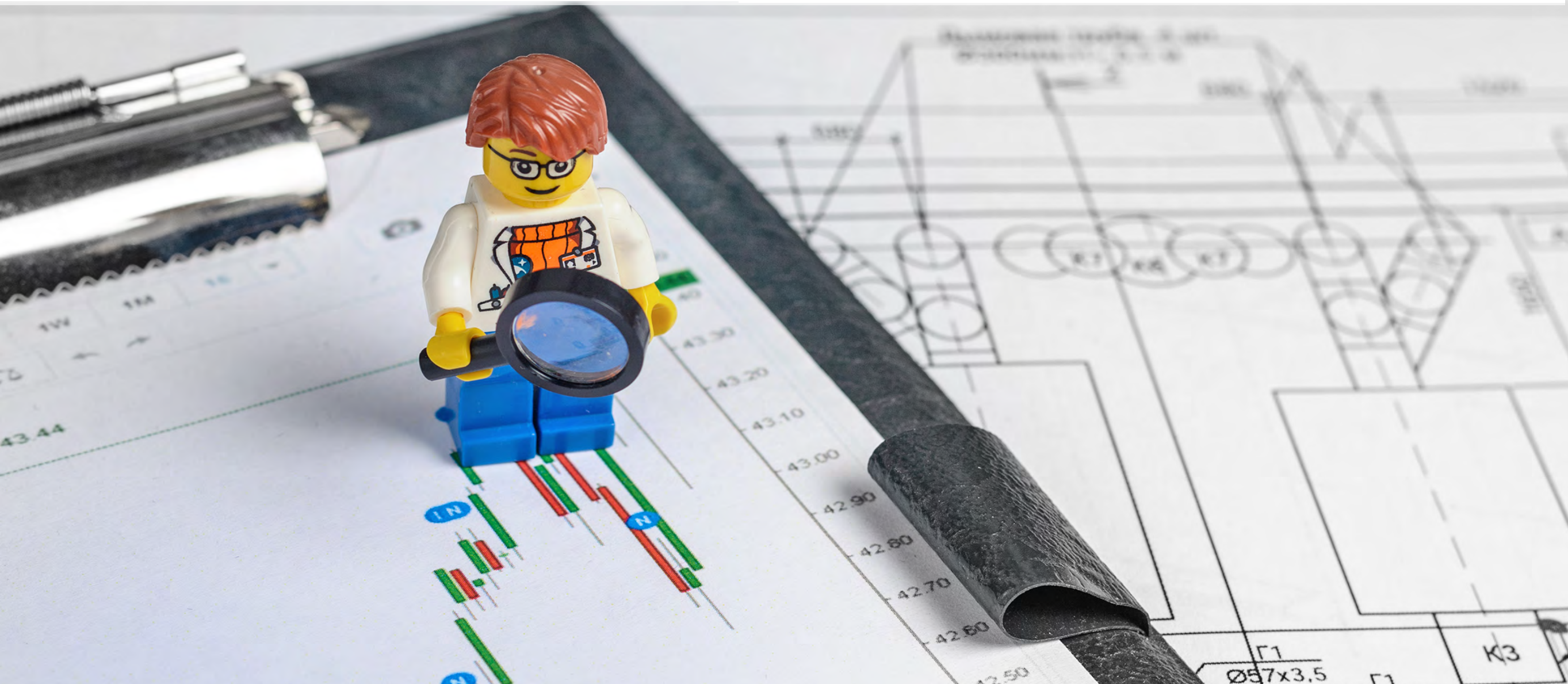
► What it is all about...



A LEGO® Serious Play® workshop can help your team:

- Explore relationships and connections between people and their world
- Observe dynamics both internal and external
- Explore various hypothetical scenarios
- Gain awareness of the possibilities

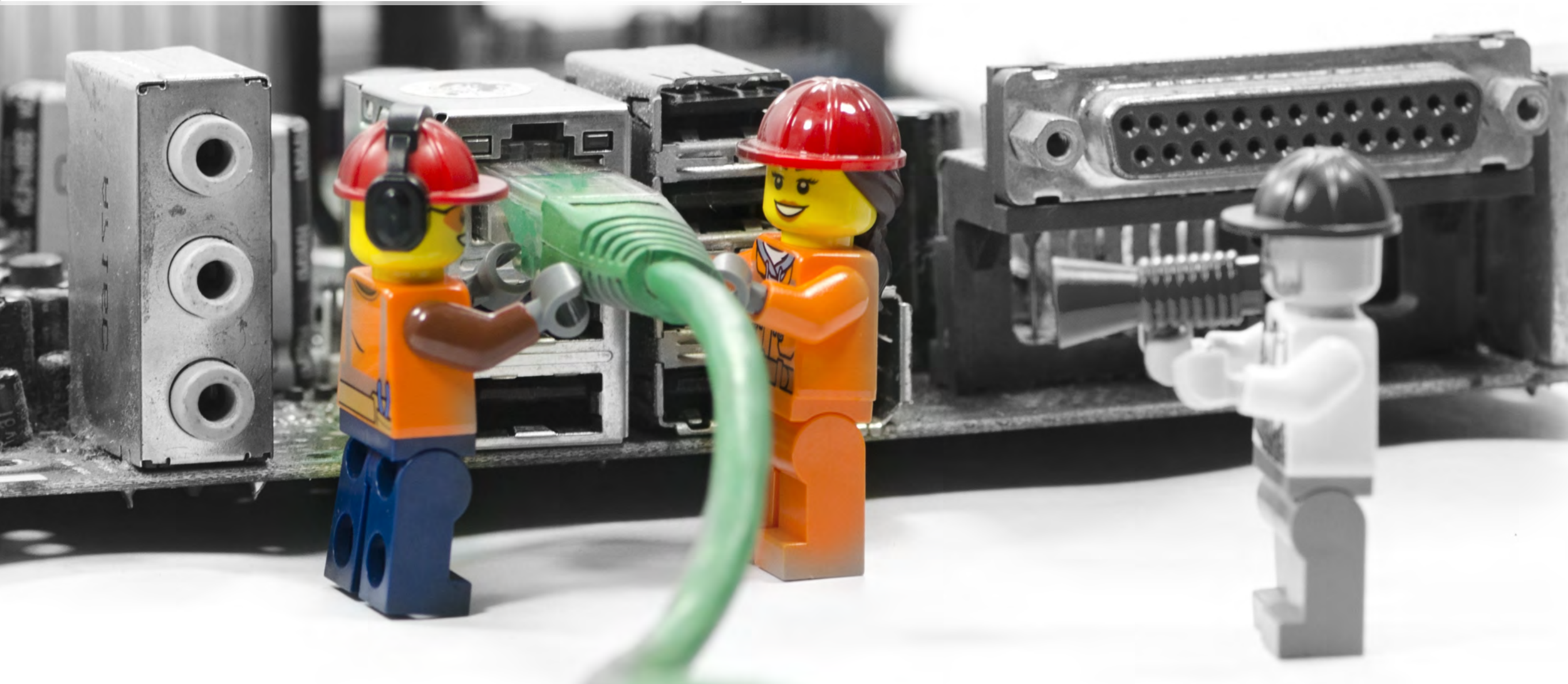
► When to use it ...



Customized workshops and some ideas of the types of ways the tool can be used in:

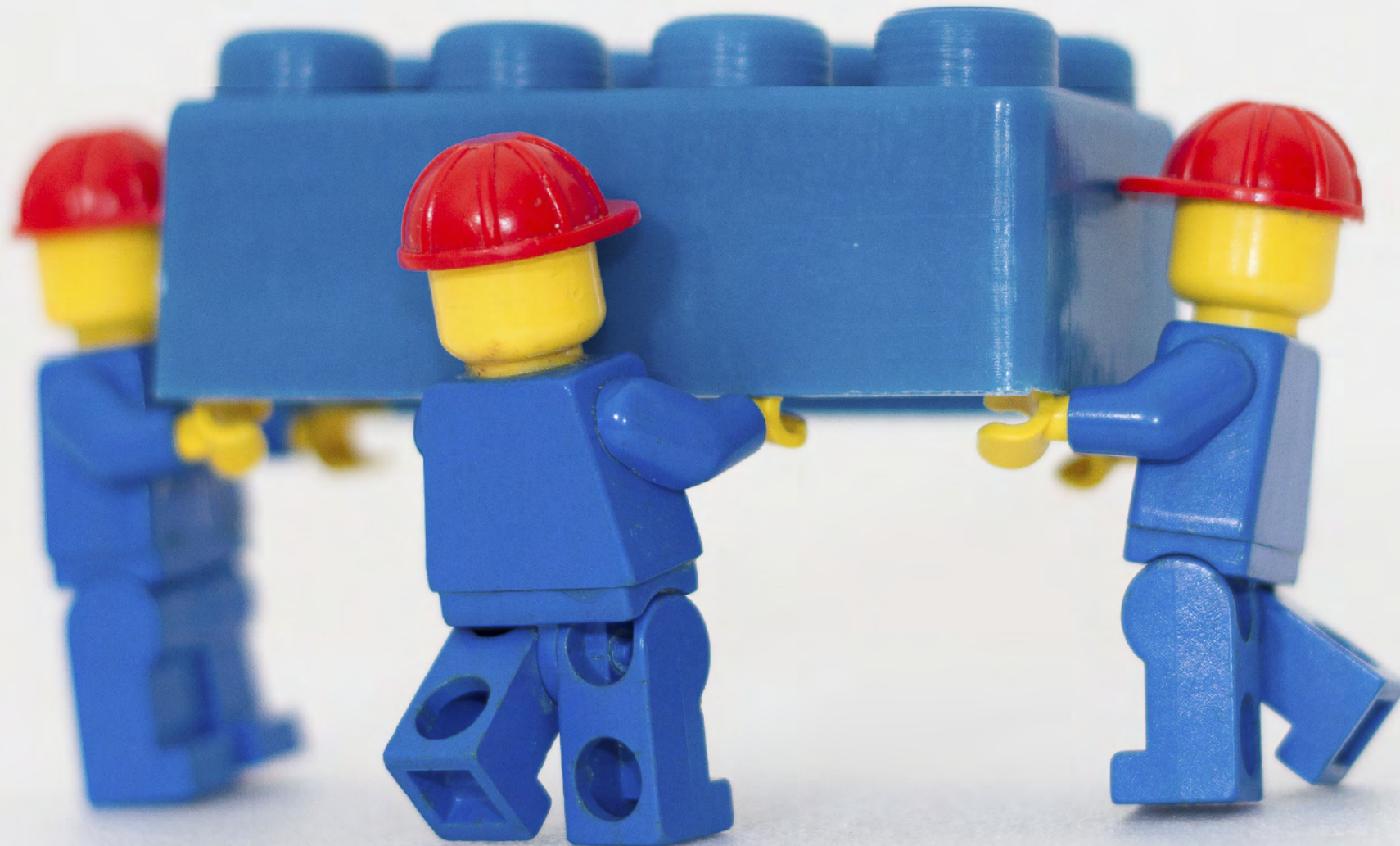
- Leadership Development
- Branding and Identity
- Organizational Development
- Community Building
- Project Management
- Strategy
- Team Building
- Conflict Management
- Planning and Execution
- Innovation
- Messy Problem Solving
- Economic Development
- Coaching and Mentoring

► When to use it ...



- subject is **complex** and **multifaceted** and there is a need to grasp the **bigger picture**
- find connections and explore options and **potential solutions**
- reach decisions which **everyone commits** to and honors after the meeting even though he or she does not agree 100%

► When to use it ...

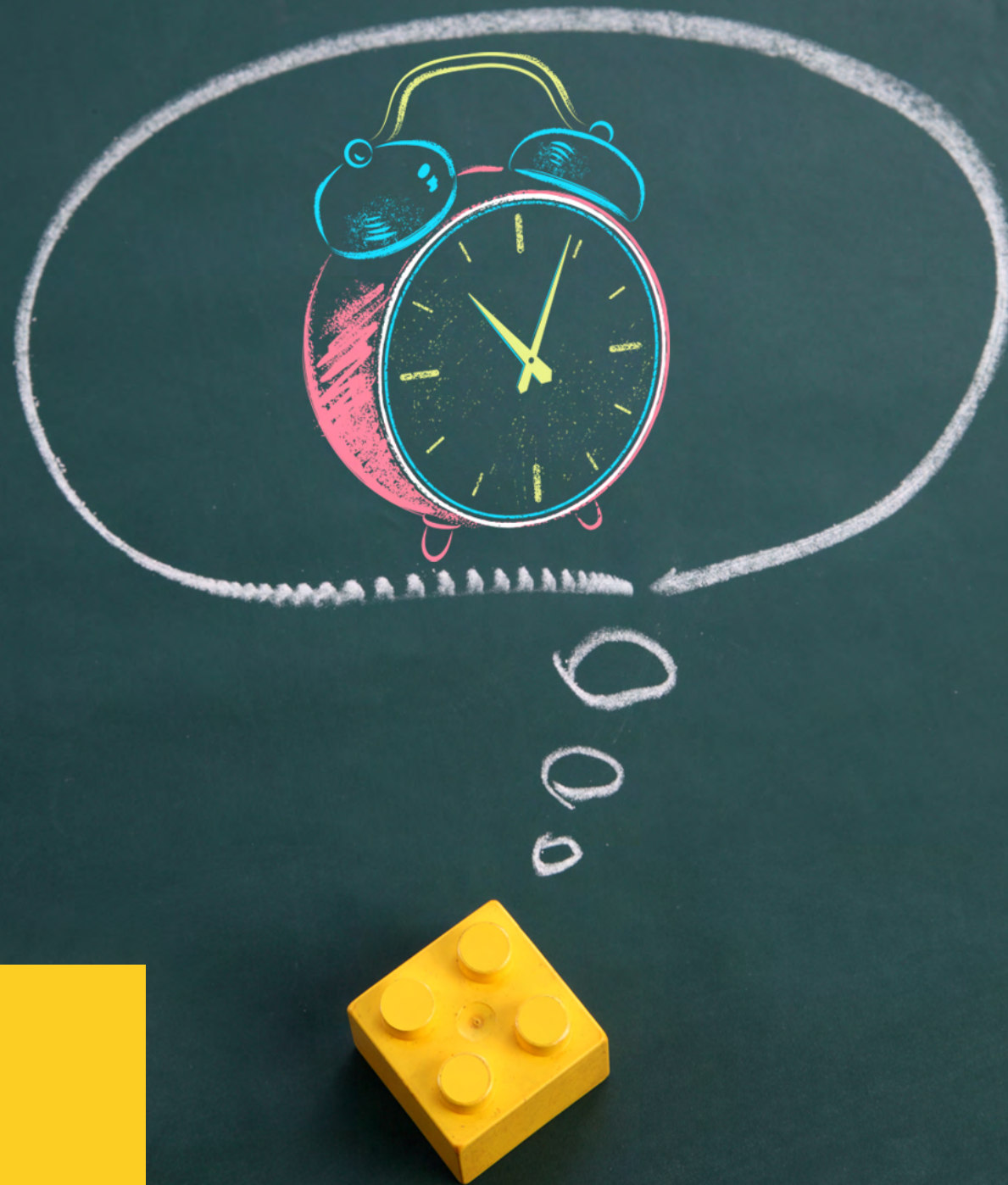


- asking each team member or participant the same question results in substantially **different answers**
- it is important that **everyone participates** in

the discussions and **contributes** with his or her knowledge and opinions

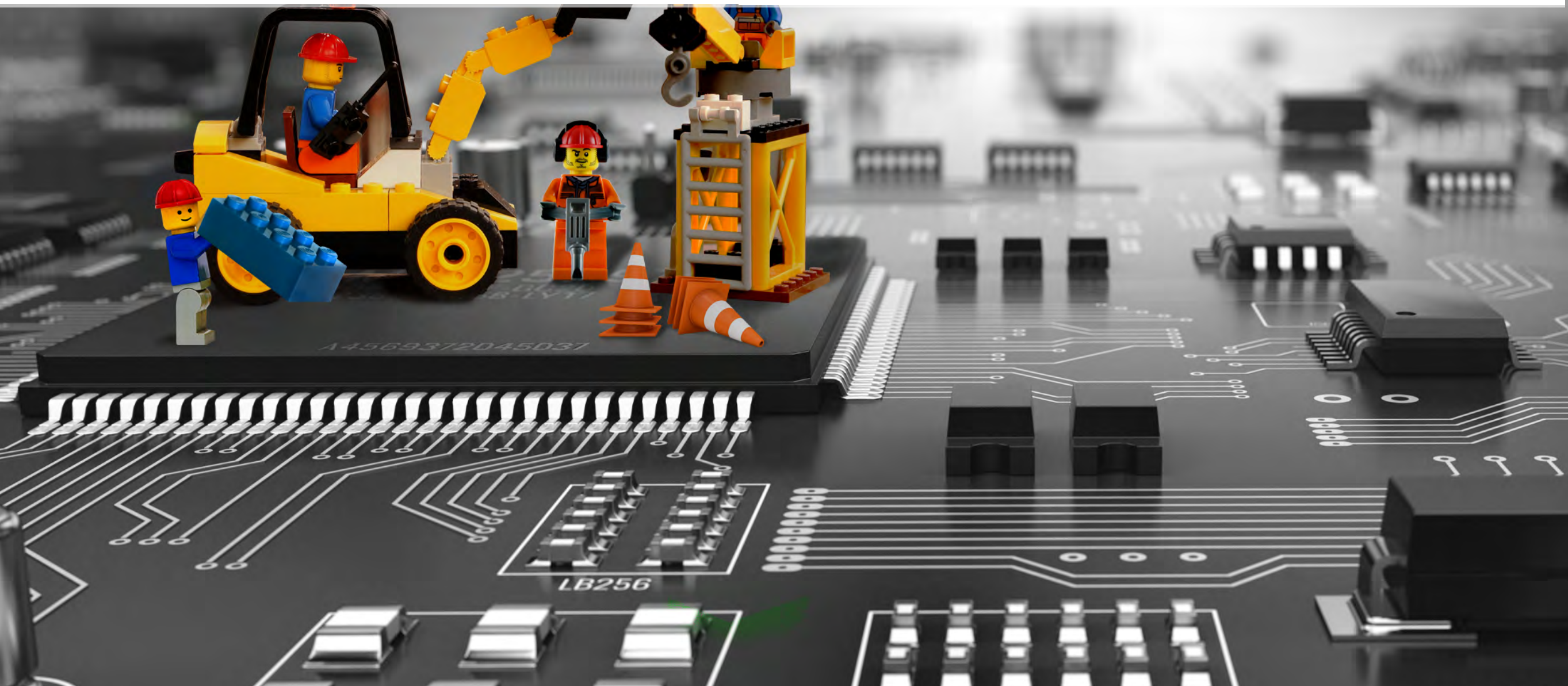
- you want to **increase team understanding** and at the same time avoid frustration

► When to use it ...



- you want to use the **time efficiently**
- there are **no obvious answers**

► When to use it ...



- you would like to gain **new learning, insights** and **new ways of thinking**
- you want to deal with **tough and complex issues** in a constructive atmosphere

► When to use it ...



- it is vital that participants **speak their true feelings** without intimidating anyone or being intimidated
- you have a situation in which a few members tend to dominate the discussions and you want to **break that routine** without offending anyone

► When to use it ...



- you have a group which feels meetings tend to be a waste of time
- you want to **avoid excuses** or lack of initiative after the meeting
- you want to ensure that all participants share a common understanding and frame of reference

► How it works...



Each participant builds his or her own 3D LEGO® model in response to the facilitator's questions using specially selected LEGO® elements.

► How it works...



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These 3D models serve as a basis for **group discussion**, **knowledge sharing**, **problem solving** and **decision making**.

► How it works...



Utilizing visual, auditory and kinesthetic skills, the Method requires participants to learn and listen, and it provides all participants with a voice.

► How it works...



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Deepens the **reflection process** and supports
an **effective dialogue** for everyone in the organization



SERIOUSPLAY®

Build your way to better business

**Powerful tool designed to enhance innovation
and business performance**

Tap into the hidden expertise of the organization

**Transform insight and awareness into commitment
and shared goals**



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