



How LEGO® SERIOUS PLAY™ helps build team togetherness for a new critical project

01

PREMISE

The underlying values of LEGO® SERIOUS PLAY™ include the belief in the potential of people, and also the belief that everyone within an organization can contribute to the discussion, solutions, and outcomes.

GIVE YOUR BRAIN A HAND

When you as a leader or manager want to gather the total individual and team brain power to work on complex business issues such as developing strategy plans, resolving conflicts, forming and developing teams and working with turnaround and restructuring – then LEGO® SERIOUS PLAY™ is the method of choice.

Consider how such gatherings take place – typically as meetings and workshops. Think about all those meetings you have participated in over the years. Just imagine how valuable it would be for the organization and the business if:

- everyone’s insight, knowledge and ideas were brought fully to the table
- the entire team had experienced new knowledge, developed clearer perceptions and greater awareness
- the entire team gained and delivered informed opinions.



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LEGO® SERIOUS PLAY™ - A TOOL FOR BUILDING TEAM TOGETHERNESS

With LEGO® SERIOUS PLAY™, participants come away with skills to communicate more effectively, to engage their imaginations more readily, and to approach their work with increased confidence, commitment and insight.

FAST-TRACK TO THE REAL ISSUES, AND MAKE MORE, BETTER AND FASTER DECISIONS

With LEGO® SERIOUS PLAY™ you will inevitably surface undiscussables and save time through deep dialogue about your complex issues so you can make more, better and faster decisions. LEGO SERIOUS PLAY levels the playing field, engaging 100% attention and participation.



Every project that we undertake is led by a LEGO® SERIOUS PLAY™ certified facilitator.

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APPLICATIONS

LEGO® SERIOUS PLAY™ is a radical, innovative, experiential process designed to enhance business performance. It is based on the belief that everyone can contribute to the discussion, the decisions and the outcome.

APPLICATIONS FOR ORGANIZATIONS, TEAMS AND INDIVIDUALS

LEGO® SERIOUS PLAY™ builds on a real time process, which begins with the "right now". It draws in relevant parts of the past and integrates this with the future hopes, aspirations and fears of everyone in the room. It helps us find out what can and should be done today. Being better at "now" results in being better prepared for challenges and opportunities in the future.

Traditional business tools typically analyze the past and speculate about the future. The LEGO® SERIOUS PLAY™ products incorporate elements from the past and future and test them through scenarios in Real Time to achieve improved decision making immediately.



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WHERE IT WORKS

The LEGO® SERIOUS PLAY™ programs are being used at companies worldwide that are looking for innovative ways to increase the commitment, confidence and insight of their executives, managers and employees. The programs are in use for a broad range of purposes, including

- Strategy development and exploration
- Examine and evaluate relations to external partners and clients.
- Organizational development
- For management, teams and individual employees.
- Innovation and product development
- Unleash creative thinking and transform ideas into concrete concepts.
- Change management
- Facilitate and implement structural changes and mergers.

Experience shows great relevance of the LEGO® SERIOUS PLAY™ method in other areas such as Scenario Development and Testing, Mergers & Acquisitions, Branding, Leadership and Team Development, Turnaround & Restructuring, Market Entry, Operational Efficiency and Competitive Analysis.



Who has benefited?

Astra Zeneca
Avaya
BCG
D. E. Shaw
eBay
Goldman Sachs
Home Depot
Indian Hotels Co Ltd
Leo Burnett
Microsoft
Nokia
Orange
Pfizer
Pierian Services
Proctor & Gamble
Prudential
Sankara Nethralaya
SAS
Schlumberger
Verizon

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