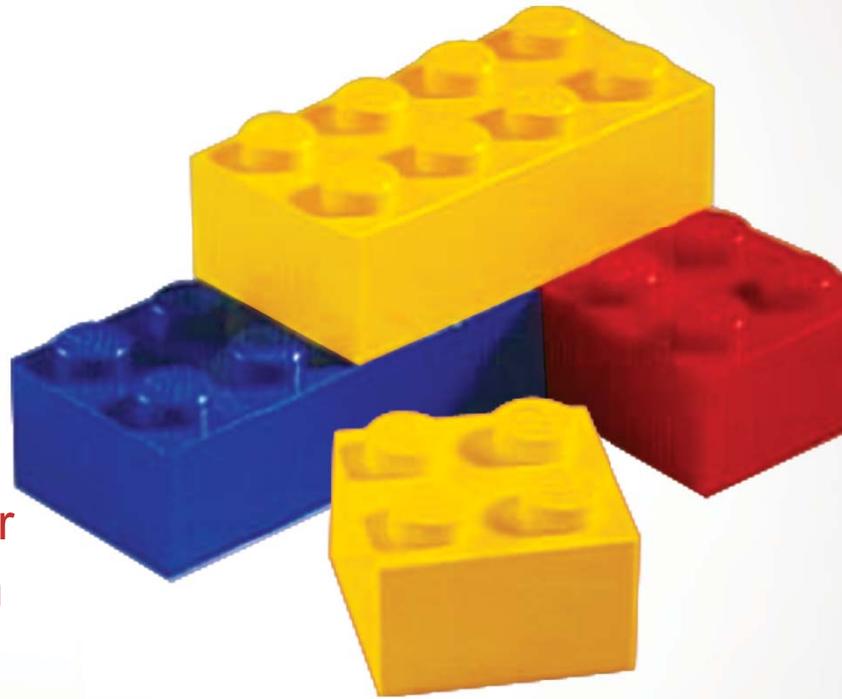




You can discover more about a person in an hour of play than in a year of conversation.

- Plato (427 BC - 347 BC)



Second Avenue brings to you an exciting new offering with LEGO® SERIOUS PLAY™ to help you fast-track to real issues and transform the decision-making process.

The LEGO® SERIOUS PLAY™ methodology is a practical problem-solving process which has been used by several leading organizations to address a range of business issues that include:

- Problem Solving
- Team Building
- Strategy Development
- Change Management
- Innovation and Creativity
- Product/Service Development
- New Market Development
- Organizational Learning and Development
- M&A Integration

The Methodology

Through the LEGO® SERIOUS PLAY™ products and methodology, adults use physical tools - LEGO bricks - as conceptual tools. In connecting bricks, words and abstract concepts, adults are forging connections in their minds that help them to think and act intentionally in even the most complex and unpredictable situations.

The bricks create metaphors for real business issues and allow you to address complex issues without simplifying or losing the important details. The three-dimensional landscape that the participants build using LEGO® bricks provides valuable insight into the ways your company works and how they connect with the outside world.

The Workshop

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.

Every LEGO® SERIOUS PLAY™ workshop will have three mandatory activities:

1. Build a model
2. Give the model a meaning through metaphors
3. Tell a story

While ensuring the engagement of every person in the Group/Team, the methodology has immense and infinite possibilities to explore the "What if?" As an alternative to mere discussions and brainstorming that have become staple diets of groups in corporates, the LEGO® SERIOUS PLAY™ introduces play, and helps arrive at heedful interactions, shared identities and simple guiding principles.

Business Outcomes

A few customer-acknowledged outcomes from LEGO® SERIOUS PLAY™ sessions include:

- a. Accelerated innovation
- b. Built commitment to reach shared goals
- c. Could describe the World we saw
- d. Discovered the answer that was always there in our system
- e. Discussed the un-discussables
- f. Established a shared vision
- g. Fast-tracked to the real issues
- h. Found hidden opportunities
- i. Leveraged the expertise in our organization
- j. Saw things that we had never seen before



Every project that we undertake is led by a certified facilitator and begins with an in-depth assessment of the client's goals and desired outcomes.

