



With the **LEGO®SERIOUS PLAY™** approach you can

- Get to the real issues faster
- Tap into the hidden expertise of your organization
- Transform insight and awareness into commitment and shared goals

Why should you consider using LEGO®SERIOUS PLAY™?

Because the exploratory nature of LEGO SERIOUS PLAY helps teams and individuals explore, realize, and articulate a much more detailed view of their world and the potential for action.

Because LEGO SERIOUS PLAY is an easy-to-use and intuitively appealing way to help organizations find their own options and answers to their own challenges.

Because the proprietary hands-on approach of LEGO SERIOUS PLAY supports effective dialogue and helps you bypass the filters of the rational mind and go directly to the core of the challenge.

Because LEGO SERIOUS PLAY is an innovative, experiential process based on research that documents that this kind of hands-on, minds-on learning produces a deeper, more meaningful understanding of the world and its possibilities.

What is the power of LEGO SERIOUS PLAY?

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 strategic action plans, resolving conflicts, enhancing innovation, developing teams and designing restructuring plans, then LEGO SERIOUS PLAY is the method of choice.

Consider how such gatherings usually take place - typically as meetings and workshops. Think about all the meetings you have participated in over the years, and how much time and money were wasted. Just imagine how valuable it would be for your organization if everyone left your meeting rooms feeling confident that:

- * *everyone's insight, knowledge and ideas were brought fully to the table.*
- *everyone's insight, knowledge and ideas were optimally integrated into the outcome.*
- *the entire team experienced new knowledge, developed clearer understanding, and gained greater awareness.*
- * *what happened in the meeting will make a REAL difference RIGHT NOW.*
- * *ALL participants left the meeting feeling a stronger commitment to go about our work and take action in accordance with what we decided on together.*

"With captivating simplicity, the workshop was a powerful approach to unlock the full creativity of the staff. The flow of the process creates a uniquely grounding experience of three-dimensional self-discovery interwoven with genuine team values. It was wonderful to see how working with LEGO SERIOUS PLAY allowed staff to tap their creative potential and further the goals of the succession by achieving full contribution by each participant."

How does the LEGO SERIOUS PLAY approach work?

LEGO SERIOUS PLAY is a facilitated process, which leads individuals through a series of deeper and deeper questions. The participants build three-dimensional models using special LEGO bricks in response to questions that are customized for each group's area of focus. The questions address the relevant challenges-- everything from "What's your vision for this project?" to "What's your worst nightmare for this design outsourcing initiative?" to "How can we benefit from this technology?" Once the model is built, you share its meaning and story with the rest of the team. The use of metaphors, imagination, and story-telling is integral to the process. The culmination of this exercise is a scenario-testing phase, which leads to the creation of action plans and guiding principles for the team's real-time decision-making needed to achieve the desired results.

How does LEGO SERIOUS PLAY surface candid, unfiltered responses?

LEGO SERIOUS PLAY focuses attention on the model, not on the creator of the model. Hence the learning environment remains "safe," even in the face of emotionally charged issues. LEGO SERIOUS PLAY allows "dark spots" in the conversation to be more openly discussed by separating the speaker from what s/he is saying: S/he is, after all, just describing a model.

Who is using the LEGO SERIOUS PLAY approach?

The LEGO SERIOUS PLAY approach has been in the market more than ten years. During this time, it has proven its robustness and premium value to more than 500 organizations and thousands of people worldwide.

Customers include Microsoft, Yahoo, New Balance Athletic Shoes, Telenor, Home Depot, ebay, Goldman Sachs, Pfizer, MIT Media Lab, Boston Consulting Group, Odense Kommune, NASA, PostDanmark, Unilever, Proctor & Gamble, and Novo Nordisk.

Lea Belair, Director of Coaching and Training for Vital Business, has been trained by Robert Rasmussen, one of the main architects of the LEGO SERIOUS PLAY methodology. Over the course of several years and more than twenty iterations, he and his team developed the idea into the reproducible and robust methodology it is today.



This team felt they had a unique new technology (symbolized by the panda), but it wasn't selling. The LSP workshop helped them realize what the problem was. The team was very proud (the house) of their invention, but they were also afraid of copycats, so they had become too protective (the panda in a cage, fences all around, the team acting as guards in a last defense). The team could see the customers (in the glass hut) and the customers could see the team, but they couldn't communicate. Once the team understood the problem, they could start playing what-if scenarios. What if we removed the guards? What if we took the panda out of its case? What could our guards be doing instead? By playing out the consequences, the team was able to decide the best course of action for getting the panda (their technology) into the hands of the customers.

How to learn more about the LEGO SERIOUS PLAY approach for you company?

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