

LEGO® SERIOUS PLAY®

- deeper and broader in less time
- faster and better decisions
- more effective meetings for everyone

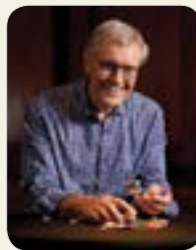


LEGO® SERIOUS PLAY® is a facilitated meeting, communication and problem-solving method, where participants are

led through a series of questions, which go deeper and deeper.

Each participant builds his or her own three-dimensional LEGO model in response to the facilitator's questions using specially selected LEGO bricks. These 3D models serve as the basis for group discussion, knowledge sharing, problem solving and decision-making.

The purpose of LEGO SERIOUS PLAY is to maximize the full potential, insight, confidence and commitment of all the people around the table.



Robert Rasmussen is co-owner and Chief Facilitator for Rasmussen Consulting Group, which has offices in Denmark, Japan, Singapore and North America. He is the main architect of the LEGO® SERIOUS PLAY® method.

Robert is co-author of the book "Building a Better Business with the LEGO® SERIOUS PLAY® method" and a Master Trainer in the method.

RASMUSSEN
CONSULTING

Rasmussen Consulting designs and facilitates organizational, team and people development using the LEGO SERIOUS PLAY method and we train and qualify facilitators to use the LEGO SERIOUS PLAY method in their own business.

WHEN IS IT A GOOD IDEA TO USE LEGO® SERIOUS PLAY®?

PURPOSE

It is a good idea to use LEGO SERIOUS PLAY if it is important:

- ▶ that everyone is able to contribute her or his knowledge and opinions on a level playing field
- ▶ that the meeting includes honest dialog and collaborative communication
- ▶ that no participant dominates at the expense of others, for example, by pursuing a personal agenda

SUBJECT

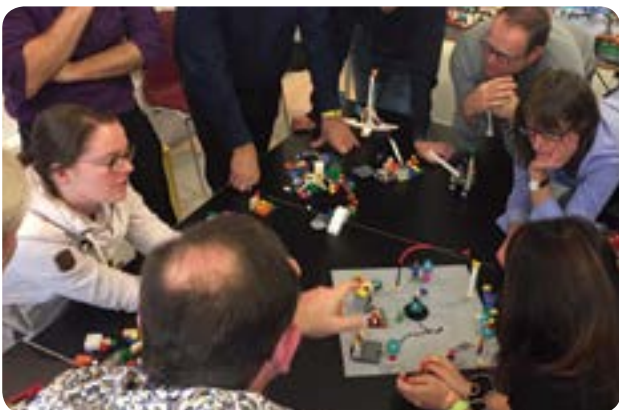
It is a good idea to use LEGO SERIOUS PLAY when:

- ▶ the subject is complex and multifaceted, and there are no clear answers
- ▶ there is a need to grasp the big picture, see connections and explore various options and potential solutions
- ▶ the participants are diverse in age, professional background or training (engineering and marketing, for example), or organizational status

RESULT

It is a good idea to use LEGO SERIOUS PLAY if it is important:

- ▶ to make decisions that everyone commits to and honors after the meeting, even though s/he does not agree 100% with everything
- ▶ to make sure there are no excuses or lack of initiative after the meeting because participants feel they were not heard nor involved in the decision
- ▶ to give all participants a common understanding and frame of reference that will impact their work together after the meeting



With the LEGO SERIOUS PLAY approach the results are “lean forward meetings”. This means more participation, more insights, more knowledge, more engagement and, ultimately, more commitment and faster implementation.

WHY IS LEGO® SERIOUS PLAY® EFFECTIVE?

1: In LEGO SERIOUS PLAY, the LEGO bricks serve as a common language that anyone can use, regardless of their education, position or culture. This ensures that everybody's knowledge and insights are surfaced

2: The starting focus in LEGO SERIOUS PLAY is on each individual and not the group. This means that the structure of the process requires every one to be actively involved in the decision-making process, which increases the probability that all parties will honor the decisions and agreements after the meeting



3: LEGO SERIOUS PLAY produces more concrete ideas and results, because everyone has time to build her or his answers and input before conversation and knowledge sharing begins

4: LEGO SERIOUS PLAY ensures faster and better communication and understanding because it uses 3D visualization, metaphors and stories. This also leads to fewer misunderstandings

5: Meetings facilitated by LEGO SERIOUS PLAY stay on topic because the focus is on the bricks – not on the person. This also allows the discussion to become very intense without creating personal conflicts

USING LEGO SERIOUS PLAY FOR ORGANIZATIONAL CHANGE



The tipped elephant means start confronting both the elephants in the room and build a trust based organization that is less attractive for "elephants in the room".

The gear wheels represent the need to improve the infrastructure and make it the centerpiece of the vision. The future should have more seamless processes that can be used to drive growth, represented with the treasure chest partly hidden by the gear wheels.

The meaning of the people looking outwards shows the vision to build a "one face to the customer" mentality driven by the same values (the identical head decorations) and nourished by a continuous flow of inspiration to and from the central knowledge base (the globe connected to the green pipes and the treasure chest).

DID YOU KNOW THAT: *(Interesting facts about meetings)*

"All brainstorming studies since the 1950s show that groups which brainstorm together produce far fewer ideas than when the same number of people work alone and then pool their ideas – and the bigger the group the greater the difference."

"Researchers from the University of Pittsburgh and Carnegie Mellon have found that when people mentally prepare for a task and play with the available decision options, they activate the part of the brain which makes non-routine decisions. If you have played with ideas regarding what you will do if a given situation arises, your decision making will be better and faster than if you have not played through the various scenarios and options in advance."

"Since the 1970s, researchers have known that people vastly prefer to use visual and spatial approaches to solving problems. When we use this way of thinking, we are more creative than when we use words and concepts. When we can play with combining visual images and physical objects, we find it easier and are faster at coming up with ideas which are surprising and different and have unexpected qualities."

"In 2007, Canon in Europe carried out a study in 18 European countries to identify elements which can trigger anger and stress among office employees in European companies. There are naturally a number of things which can be a source of intense office frustration, but long futile meetings topped the scales in all countries."

HOW TO GET LEGO® SERIOUS PLAY®

RASMUSSEN CONSULTING GROUP

RC - Europe

Vangen 9
6000 Kolding
Denmark
Tel: +45 27641350
jette@rasmussenconsulting.dk
www.rasmussenconsulting.dk

RC - Japan

Bancho Heim 334 1-2 Nibanchou Chiyo-
da-ku, Tokyo
102-0084 JAPAN
Tel: 81-(0)90-8179-5757
hasunuma@seriousplay.jp
www.seriousplay.jp

RC - Singapore, China

Blk 78B Telok Blangah St 32 #03-05
Singapore 102078
Singapore
Tel: +65 91063228
kris@rasmussen.com.sg
www.rasmussen.com.sg

RC - North America

12212 Royal Castle Ct.
Charlotte, NC 28277
United States
Tel: +1 860 656 8190
robert@rasmussenconsulting.dk
www.rasmussenconsulting.dk

RC - North America

153 rue Hebert, Winnipeg,
Manitoba, R2H0A5
Canada
Tel: +1 204.232.5446
kristen@rasmussenconsulting.ca
www.rasmussenconsulting.ca

RC - Asia

Blk 78B Telok Blangah St 32 #03-05
Singapore 102078
Singapore
Tel: + +65 63388461
sabrina@rasmussen.com.sg
www.rasmussen.com.sg

RASMUSSEN CONSULTING GROUP - ASSOCIATED PARTNERS

LATIN AMERICA

Juego Serio™
Grecia 3394, Buenos Aires
Argentina
Tel: 54911-3-267-7617
luciomargulis@juegoserio.com
www.juegoserio.com

EUROPE

FDX LAB
Via S.Croce in Gerusalemme 83
00185 Rome, Italy
Tel: +39 340 8163339
info@fdxlab.com
www.lspdialogues.com

EUROPE

AVEA Partners
8, avenue Louvois
92190 Meudon, France
Tel: + 33 1 46 89 01 37
j.semo@aveapartners.com
www.aveapartners.com

RASMUSSEN CONSULTING GROUP - GLOBAL NETWORK OF LEGO® SERIOUS PLAY® PRACTITIONERS

Together with our global network of trained and certified facilitators we can deliver LEGO SERIOUS PLAY services in almost any location and in any language. For an overview of this network please go to www.rasmussenconsulting.dk