

Get to the core of your challenge faster

Tap into the hidden expertise of your organization

Transform insight and awareness into commitment and shared goals



### Unleash Whole-Brain Power toward Solution and Action

When you have gathered key stakeholders together to work on real business challenges, consider how such gatherings usually take place. 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 feeling confident that:

- everyone's insight, knowledge and ideas were brought fully to the table and 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
- everyone left the meeting feeling a stronger commitment to go about their work and take action in accordance with what they 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."

*Daniel McGoey | Executive Director | Wesway*

### The Power of LEGO® Serious Play®

LEGO SERIOUS PLAY (LSP) is a facilitated process that leads individuals through a series of deeper and deeper questions to address your challenge(s). Participants build three-dimensional models using special LEGO bricks in response to questions that are customized for each group's area of focus.

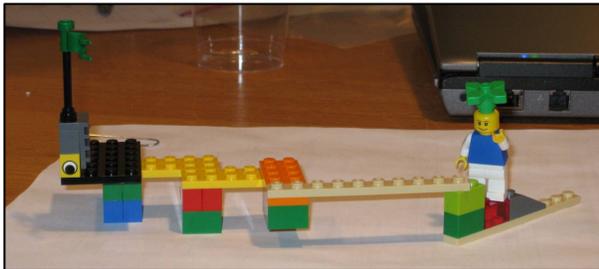
LSP is an innovative and experiential process based on research documenting that this kind of hands-on, minds-on learning produces a deeper, more meaningful understanding of the world and its possibilities.

- The exploratory nature of LSP helps teams and individuals explore, realize, and articulate a much more detailed view of their world and the potential for action than regular brainstorming.
- LSP is an easy-to-use and intuitively appealing way to help organizations find answers to their own challenges and options.
- The proprietary hands-on approach of LSP supports effective dialogue and helps bypass the filters of the rational mind to go directly to the core of the challenge.
- LSP 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.
- LSP engages the whole-brain through use of both the right and left hands while building models.
- LSP engages 100% participation as everyone builds and shares the story or metaphor behind his or her model.

## Using LEGO® Serious Play® in Innovation Planning

One business unit within a large multi-national company has utilized LSP during its innovation planning process. This business unit used LSP to engage the leadership team in answering the question: "To achieve our innovation goals, what do we need to change?".

The models people built, in and of themselves, may not seem to convey the power behind their message(s). The power of LSP comes from the metaphor of the model and the meaning or story that its creator shares when talking about the model in response to the question.



For this business unit, their models revealed the need to:

- Cause customer to think about us 1<sup>st</sup>. Focus on customer – make connection.
- Move vision, powerful engine for growth, propel us into the future.
- Think broadly, then focus – planning effort in place; manage projects.
- Participation; help each other in the journey.
- Have appropriate controls to support the system – manages complexity.
- The journey is worth it – gets easier; trust the process. Be willing to be flexible.
- Sleek machine – use the system to go faster.
- Stop flying by seat of pants – use processes more.
- Push harder to get customer insights; key to growth. Deal effectively with competition.



The LSP activity helped to bring out the focus areas for this BU. As the innovation resource team continues its launch planning, they have chosen to focus their efforts on strategy, insights, project management and culture.

This BU also used LSP in its next planning session to uncover underlying values, beliefs and assumptions related to the shifts needed in culture to deliver on their innovation objectives.

