

# Turbocharge innovation with LEGO® SERIOUS PLAY™

“The **Solution** is in the room”. Everyone’s insight, knowledge and ideas are brought to the table giving each person an equal voice while creating more participation, 100% engagement, and commitment.

The purpose of LEGO® SERIOUS PLAY™ is to maximize the full potential, insight, confidence, and commitment of all your people as they solve business challenges.

The LEGO® SERIOUS PLAY™ Method is a facilitated meeting, communication and problem-solving technique for groups. It is an experiential process that unleashes participants’ creative capabilities to improve performance while also minimizing nonproductive interpersonal dynamics.

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, decision-making, and solution development.



## LEAN FORWARD with the LEGO® SERIOUS PLAY™ methodology and tools



LEGO® SERIOUS PLAY™ programs are designed for:

- Executives
- Business unit leaders and managers
- Functional departments, and
- Intact teams

**Session Length:** There are various options for this program; 2 to 4 hours or full day sessions. For custom topics, two or three day programs are also available.

## Applications:

LEGO® SERIOUS PLAY™ can be deployed in a wide range of business situations. Each session is custom designed around the desired outcomes.

- **Team building:**
  - Understanding the current strengths of the team, future requirements and how to make the transition
  - Working on a common objective of the team using everyone's perspectives
  - Fostering better working relationships across inter-dependent functional groups
- **Innovation** - generating new solutions from evolutionary to revolutionary
- **Product and process development** - creating new offerings or reengineering current ones
- **Diversity training** - engaging people from different levels, generations, genders, etc. on a level playing field around a shared business issue
- **Strategy development and exploration** - examine and evaluate relationships to external partners and clients in formulating strategic decisions. Ability to pressure test strategic options
- **Change management** - facilitate and implement structural changes, mergers, system implementations, etc.
- **Leadership Development** - exploring leadership principles through hands on experience of diversity, collaboration, systems and strategic thinking, conflict management, as well as surfacing and engaging in productive discussion around what is often left unsaid

# THINK WITH YOUR HANDS



For more than 25 years, Greg has helped organizations bridge the gap between leaderships' desire for innovation and how to implement it. For innovation to flourish, Greg guides leaders by nurturing the proper climate, reinforcing the right practices, and providing powerful creativity tools.

LEGO® SERIOUS PLAY™ allows Greg to accelerate any organization's move from evolutionary to revolutionary innovation. He has used it to create visions, build strategic plans, enrich new business pitch stories, align teams, and coach leaders.

Greg is currently a LEGO® registered facilitator and STRATEGICPLAY® licensed trainer for much of the United States.