

# LEGO® SERIOUS PLAY®

## A PROCESS THAT IMPROVES INNOVATION AND PERFORMANCE

### **LEGO® SERIOUS PLAY® is a method**

It is a systematic method for solving problems, exploring ideas, and achieving goals using Lego bricks.

### **LEGO® SERIOUS PLAY® is a process**

It is a structured process of thinking, building, storytelling, and reflecting using guided steps to develop a shared understanding.

### **LEGO® SERIOUS PLAY® is a communication tool and language of its own**

It allows for three types of communication: visual, auditory, and kinesthetic. With the help of the models, it becomes possible to express oneself better, listen better, and remember things.

### **LEGO® SERIOUS PLAY® is a service...**

...which is carried out by trained facilitators, trainers, and coaches to achieve goals and come to a result.

### **LEGO® SERIOUS PLAY® is a philosophy**

As a philosophy, LEGO® SERIOUS PLAY® forms its participative leadership style. This is democratic, inclusive, playful, goal-oriented, and constructive.



\*Certified Trainers

LEGO® SERIOUS PLAY® is based on fundamental beliefs about leadership and organizations:

- Leaders do not have all the answers
- Their success is dependent on hearing all voices in the room
- People naturally want to contribute, be part of something bigger, and take ownership
- All too often, teams work sub-optimally, leaving knowledge untapped in team members

LEGO® SERIOUS PLAY® is used by companies and organisations worldwide, e.g.

- Airbus, Fujitsu, Coca-Cola, FedEx, NASA, Google, Mastercard, Microsoft, Nissan, Pfizer
- Harvard, MIT, Cambridge, IMD, and Oxford
- EU, UNESCO

Research shows that the "hands-on, minds-on" learning process associated with the method leads to a deeper and more meaningful understanding of the environment and its possibilities.

