

WARNING

Do not use LEGO SERIOUS PLAY® method when you want to present an idea to a team without discussion, or if you are not interested in hearing what your team members have to say.

LEGO SERIOUS PLAY® method is effective when leaders and their teams are:

- Devising, planning and Executing Strategy
- Driving and Supporting Mergers and Reorganisation
- Developing High Performance Teams and Leaders
- Getting difficult conversations and decisions on to the table – literally
- Helping new or existing teams form a healthy, productive dynamic
- Fostering innovation and fresh thinking in groups
- Articulating team and organisational culture, often described as the ‘unseen obvious’

What is LEGO SERIOUS PLAY® Method?

LEGO SERIOUS PLAY® method is a facilitated thinking, communication and problem-solving technique for organisations, teams and individuals. It has been developed by Robert Rasmussen and The LEGO Foundation.

It draws on extensive research from the fields of business, organisational development, psychology and learning, and is based on the concept of ‘hand’ knowledge. Using this approach for thinking, communication, and problem-solving will generate a high level of engagement, participation and enjoyment.

When should you use LEGO SERIOUS PLAY® (LSP)?

- When it is highly important that everyone participates in the discussions
- When you want to increase team understanding and at the same time avoid frustration
- When you want to use time efficiently and not have anyone tune out
- When you want to deal with tough and complex issues in a constructive atmosphere
- When it is highly important that the group finds an answer or solution they can fully commit to
- When you have a situation where a few members tend to dominate the discussions and you want to break the routine offending anyone



Benefits of using LSP

- To optimise 100% of the thinking and knowledge in the room.

We believe that everyone has something unique and valuable to contribute, yet in many meetings 20% of people speak and 80% listen. LSP enables everyone to participate and solve problems. This results in a richer, more thorough decision making process which builds 100% team commitment.

- To utilise the power of hand knowledge

LSP uses both sides of the brain, as the left hand is linked to the right hand side of the brain and the right hand is linked to the left hand side of the brain. There are neural connections in our fingertips and by building models to illustrate a business situation or solution, people are 'thinking' through their fingers.

- To make the meeting accessible to all

Building with Lego is a great leveller, it creates an environment where it is safe and structured to voice an opinion, and express a view. LSP always starts with the individual and then moves out to the group/team. Everyone is expected to contribute and this, in turn, encourages, social bonding and creativity.

LEGO SERIOUS PLAY® method *'takes a complex problem and a courageous manager'*

Your **Brightlife**® LEGO SERIOUS PLAY® facilitator has studied directly with Robert Rasmussen and is fully certified in the methodology and its application. Your LSP session will be custom designed to meet the needs of your group and your desired outcomes.

To find out more please contact ask@brightconsultancy.com or call: 0845 833 2446