



The LEGO SERIOUS PLAY approach Sparks Shift in Mexican Business Culture

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Over the next 12 to 18 months, the LEGO SERIOUS PLAY (LSP) methodology will become an integral part of business tool kits for over 2000 Mexican businesses. This large-scale investment in improving business performance is being supported by the Mexican government through the Secretary of Economy.

Mexico sees supporting micro, small and medium businesses as fundamental to creating a healthy and sustainable economy. A strategic component of this comprehensive economic development program is a network of Mexican Emprende Centers ([MECs](#)), located throughout the country. The MECs offer one-stop shopping to small businesses and entrepreneurs by providing financing, advisory programs, training and consulting services with the goals of creating better-managed companies and more and better jobs.

There are more than four million micro, small and medium businesses in Mexico that represent 99.8 percent of all businesses that generate 78.5 percent of jobs and bring in 52 percent of the gross national product. These are the businesses that the MECs support.

The MECs provide the infrastructure for introducing the LEGO SERIOUS PLAY Methodology to the Mexican business community.

Making Innovative Tools Accessible



"The Secretary of Economy was introduced to the LSP methodology by Lucio Margulis through 3 conferences and LSP workshops in Chicago and México City during 2011/2012 arranged by Global Managers, a Mexican consultancy representing Juego Serio and Lucio Margulis.

In Mexico, large, successful international companies, like Google and Kellogg, are already using the LEGO SERIOUS PLAY Methodology for strategic planning and decision-making. Small businesses are unaware of this innovative tool.

These conditions ultimately resulted in a Global Managers and Espacio Empresarial SA de CV, an intermediate company working with the Secretary of Economy, collaborating to design and present a comprehensive program for using the LSP methodology to help small businesses succeed by making the tools and strategies of the "rich and famous" (such as Google and Kellogg) accessible to average small businesses.

In August 2012 this program was approved and implementation could begin. The first phase of the program, which involved training 100 facilitators, was completed by December 3, 2012. .

Facilitator training was provided by [Robert Rasmussen](#) together with co-trainer [Lucio Margulis](#). In addition to leading four four-day

training programs, Rasmussen Consulting was responsible for logistics and shipping to supply training materials and business consulting "starter kits" for all trained facilitators.

A program for 2000 Companies



The LSP-mode of thinking, problem-solving, decision-making and working together in a mutually respectful way is gradually penetrating the Mexican business culture one company at a time.

The Mexican government also compensates the newly trained facilitators to lead four four-hour LSP workshops for small businesses served by the Emprande Centers. Each workshop includes representatives from at least five companies (participation is limited to two people per company). At this point the new LSP facilitators have already completed four-hour workshops for more than 50 companies and it is expected that the program by year end will have reached around 100 companies. [View examples on facebook.](#)

After the "2000 COMPANIES PROGRAM" has been successfully completed, [Global Managers](#) and [Espacio Empresaial](#) will help the consultants create a network of facilitators, trained and experienced in the LEGO SERIOUS PLAY methodology, help many more companies throughout Mexico use the LSP tool to increase their creativity and strategic planning and problem-solving abilities.

Train-the-trainer schedule 2013



Train-the-trainer sessions are scheduled for January to April 2013

Japan - Tokyo: Jan. 31 - Feb. 3 both days included
 Japan - Tokyo: Feb. 6 - Feb. 9 both days included
 Spain - Madrid February 25 - 28 both days included
 Czech Republic - Prague: Mar. 4 - 7 both days included
 Brazil - TBD: Mar. 18 - 21 both days included
 Spain - Barcelona: Apr. 15 - 18 both days included
 UK - London: Apr. 16 - April 19 both days included

For more information about any of these sessions send email to info@rasmussenconsulting.dk
[View complete schedule for 2013](#)

Wishing you all a joyous holiday season and a prosperous and productive New Year!

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Rasmussen Consulting (formerly Robert Rasmussen and Associates) specializes in using the LEGO SERIOUS PLAY methodology to effectively harvest an organization's collective intelligence to enhance strategic behavior for better and faster decision-making. We are based in Denmark with offices in US and Japan. www.rasmussenconsulting.dk.

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