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THE GAZETTE

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Speaking LEGO SERIOUS PLAY in India

By Arun Rao, Gurgaon, India

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Like in most other parts of the world, the concept of PLAY and WORK going together is incongruous in India too. After seeing the power of the tool first-hand though, we (at FOCUS Adventure India) were convinced of the power of the tool. All our work is based on experiential learning methodologies - so LEGO SERIOUS PLAY fits like a glove into our portfolio.

The challenge was in convincing a very skeptical audience. Robert, in these times was our guiding light - urging us to knock on more and more doors. Eventually one will open. His own personal experience swimming against the tide before making progress with corporations helped us keep the faith.

The Breakthrough



Arun Rao is a trained LEGO SERIOUS PLAY facilitator and works for **FOCUS Adventure, India.**

He and Rakesh Balachandran travelled to Denmark in 2011 for their training and certification in the LEGO SERIOUS PLAY Method.

Our first breakthrough came after six months of knocking on doors at many companies, and doing plenty of sales pitches and demo sessions. Through this period, we received our share of grins, smirks and quizzically raised eyebrows. But finally, one brave manager took a chance on us - for her off-site leadership meeting. This first workshop was for the CEO and senior team of a well-known, multi-national company.

The questions we were trying to answer that day were perfectly suited to the LEGO SERIOUS PLAY approach - ambiguous with no "one right answer": What does leadership mean for each one of us? What does this leadership team need to stand for? And, finally, among the many things that impact the leadership team, which are the few key things we need to personally keep our eye on? Over a one-and-one-half day session, we covered shared models, business landscapes, played emergence and ended with operating mantras for the entire team.

This story has a happy ending. That one session started a trickle of business for us around LEGO SERIOUS PLAY that has increased into a steady flow. For us as facilitators, every time we use the tool, the power of the methodology in turning skeptics into converts and has reaffirmed our faith. Almost every LSP workshop has concluded with the client giving us very powerful testimonials, and that has helped build further credibility for us and LEGO SERIOUS PLAY in the Indian market. Below is some of this feedback from our clients:

Client Feedback



Hindustan Unilever:

"Thanks so much for a wonderfully engaging workshop. The team was absolutely charged and energized post that. Given the tough hidden issues we wanted to surface and discuss, this could have been a heavy, emotional 2 days with everyone feeling drained at



Dr. Vibhav R. Sanzgiri
R&D Director,
Hindustan **Unilever**

Sachin Jain, Manager
Leadership Capability,
PepsiCo India Region

the end of it. Hence to come out of this workshop - having spoken their mind, shared a lot - and still be very positive and energized is truly a testament to the way FOCUS Adventure ran this piece. The notion of using play to think and talk about serious stuff is brilliant and I see its potential for using more often in our day to day working."

PepsiCo India Region

"We have been working with the FOCUS team for more than a year now. They have always delivered to the objective set out with perfection. They have always brought new ideas and exercises to help deliver the message and achieve the objective. LEGO SERIOUS PLAY, for example, is an extremely powerful tool which we have used for team visioning sessions for teams both on business front and on team norms front. The entire exercise using LEGO SERIOUS PLAY is engaging and helps bring out various aspects of discussion on the table in a non-threatening way."

Getting LEGO SERIOUS PLAY



"Teams that consistently do the best, better than business students, better than executives, better than most professionals, are those comprised of kindergarteners"

Rasmussen Consulting can help you whether you are a client looking for an experienced LEGO SERIOUS PLAY facilitator to run a workshop or a professional facilitator or consultant looking for training in order to add LEGO SERIOUS PLAY to your toolbox.

Send us an [email](#) for more information and check out our facilitator training [schedule](#). Our next train-the-trainer session in **Madrid January 10 - 13** and in **London January 20 - 23**.

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

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Rasmussen Consulting 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, Japan and Singapore. www.rasmussenconsulting.dk.

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