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Building a Better Business

I am pleased to announce that Per Kristiansen's and my book is now available in soft cover and e-book formats.



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Why write this book NOW?

Robert Rasmussen is the main architect of the LEGO SERIOUS PLAY Methodology

Several people have asked us over time to write the story of LEGO SERIOUS PLAY. There never seemed to be time enough. So why now? Well - both Per and I have worked closely with the method from the very beginning, almost fifteen years ago. The method has passed the test of time. It has been successfully used in a wide variety of organizations and it has evolved to a point where it is ready to be shared and introduced to an even larger audience. This book creates a foundation for future growth and expansion.

Why read this book?



Purchase Option

There are several good reasons: Do you feel that you are not making the most of your own potential and the potential of the people around you? You may have watched children at play and wondered if there is a way to bring their fresh approach, enthusiasm and creativity to your work? Do you believe in the power of teams and are you looking for ways to release the untapped potential of teams? Or are you looking for concrete case-study examples of organizations that have used the LSP method, the business challenges that were addressed and the outcomes? Are you - as a member of an organization or a facilitator already working with the method looking for an effective way to brief new team members or

for additional case studies to cite as you continue to expand the ways the method is used? - to mention a few!

The book details the history as well as practice of the LEGO SERIOUS PLAY method. It is written to be a resource for both novices and seasoned practitioners alike. Two early reviews, one from someone who is newly interested and a second from a more experienced LEGO SERIOUS PLAY facilitator, lead us to believe that our book speaks to the full spectrum of interest.

What do the first readers say?

Frances Joseph Tagle says, "As a relatively new member of the LSP community with no experience yet in the methodology, the book was quite an eye opener for me. It gave me a preview of what the LSP is REALLY all about: how it can benefit businesses, how it works, and how it can be used in different ways in different types of organizations."

LSP veteran and advocate, Lesa Nichols, believes the book is a resource that LSP facilitators can give potential clients to help these prospects better understand the power of the process. "I am very grateful to (Robert and Per) for developing LEGO SERIOUS PLAY as a strategy for the business community. I might be even more grateful for their outstanding success in creating a book to serve as a bridge to business leaders seeking a solution to untapped human potential."

We are of course very much looking forward to your comments and reviews.

Sincerely,



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Rasmussen Consulting specializes in using LEGO SERIOUS PLAY 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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