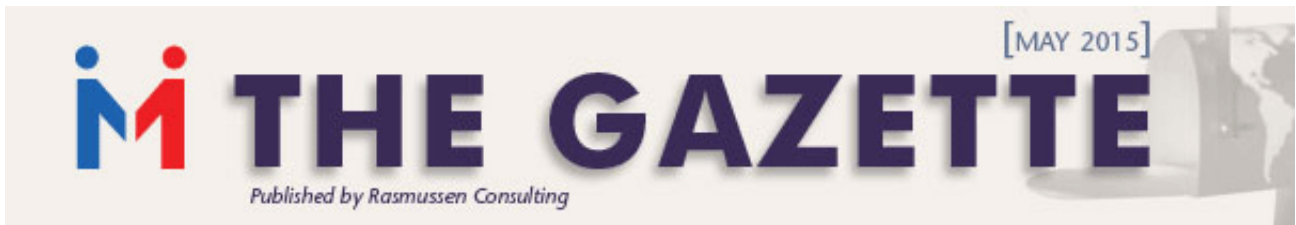


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Breaking Our Habitual Way of Thinking

How many times have you heard - or maybe even said - "We've always done it that way." It's safe. It works. If it's not broken, don't fix it.

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- [What Ownership Looks Like - or Not!](#)
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Many of us remember being frustrated by these words early in our careers. This pervasive attitude felt so stuck and resigned. And especially as a young employee with knowledge, energy and enthusiasm and the desire to impress your colleagues and make your mark, it seemed as if there was so little you could do to change this mindset. After a while, sometimes months, sometimes years, many just stop trying.

Co-Creating Something New

Most people resist being told what to do. Organizational leaders can make compelling speeches, send convincing emails and memos and/or set up incentive and/or disciplinary systems to both inspire and enforce organizational change, without success. Research conducted by the international consultancy McKinsey & Co. shows that seventy percent of change initiatives fail.

When people create their own solutions, ownership is immediate. The LEGO SERIOUS PLAY method provides the platform and tools for people from all parts of an organization to come together and co-create, in partnership with their colleagues, a framework to address change. Instead of drawing from past experience, building LEGO SERIOUS PLAY models creates a new metaphorical foundation to generate a wide variety of solutions.

According to McKinsey, actions that support successful change initiatives are:

- 1) build ownership**
- 2) identify barriers to change**
- 3) test and learn from pilots**
- 4) structure the change around readily understandable themes.**

It does not take much imagination to see how a series of well-crafted LEGO SERIOUS PLAY workshops can respond to these recommendations. Co-creating physical models in response to the four findings that increase the probability of successful change encourages joint ownership and provides a level of clarity beyond other facilitation techniques.

Building ownership is core to the LEGO SERIOUS PLAY(LSP) process. Identifying barriers to change and building solutions to change will



be revealed as a series of LSP constructions. The pilot can easily be designed in a LSP workshop and then lessons learned can be constructed in a post-pilot LSP workshop. Successful LSP workshops always reveal easily understandable themes.

What Ownership Looks Like - or Not!

To learn more about how to break habitual ways of thinking with LEGO SERIOUS PLAY [download a number of real world examples.](#)

Facilitator Training Schedule



To learn more about our facilitator training program. Click image to view objectives and program

Upcoming sessions:

Mexico, Mexico City, July 9 - 12
 Spain, Madrid, September 2 - 5
 Denmark, Odense, September 10 - 13
 USA, San Francisco, CA, October 19 - 22
 United Kingdom, London, November 9 - 12
 USA, Charlotte, NC, November 18 - 21
 Denmark, Copenhagen, December 14 - 17

For more information send [email](#)

Sincerely,



Tel: +45 24 67 23 50
Skype: lego_serious_play
robert@rasmussenconsulting.dk

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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Rasmussen Consulting | Ramsherred 12 | Assens | 5610 | Denmark