

[<Back](#)[Print](#)

New Fan Reminds Us of the Value of LSP

- [Value of Play Discounted in Schools and Workplaces](#)
- ["Productivity \(making money\) Stronger Driver than Effectiveness"](#)
- [Building Understanding](#)

Recently I was approached by Jenn Choi, a free-lance writer and creator of the web site Toys are Tools, focused on reviews of high-quality educational toys. Over several months Jenn interviewed me to learn more about LEGO SERIOUS PLAY. Jenn's article, "[How companies are using LEGOs to unlock talent employees didn't know they had](#)" appears in the on-line publication Quartz. Many LSP facilitators have told me this article is a valuable resource and were curious about the article's origin.

In Jenn's words, "I wanted to write this article because I am constantly fascinated by the differences between what happens in the workplace versus what happens in the classroom. Sadly, innovation seems to happen in the classroom last which surprises me because I think a student stands to benefit most when he attends a school where the leaders embrace innovation and think about how to thrive in an ever-changing world."

Value of Play Discounted in Schools and Workplaces



[Click image to read the full article.](#)

'I think about how adults have access to adjustable chairs and ergonomic keyboards, not because they are aging, but for the express purpose of productivity. However, when one looks at school furniture, one can't help but question how the school views productivity and true needs of their students. Moreover, we encourage creativity and original thought in our students and yet something helpful and as simple as a squishy ball is not permitted because young students "will play and they won't do their work." Science tells us that this is wrong but schools are the last make changes.'

"Productivity (making money) Stronger Driver than Effectiveness"

Welcome to Quartz

Quartz is a digitally native news outlet, born in 2012, for business people in the new global economy.

This is why I wanted to highlight the work of LEGO SERIOUS PLAY. If successful adults from reputable companies are using this to connect and learn then bringing in tools, be it LEGO bricks or squishy balls, should not only be permitted but also sought out for classrooms (and workplaces) everywhere. It's not because it's fun, it's much more serious than that, it's because it's just plain better.

Building Understanding



"That said, writing this (article) was not easy. I really took a long time understanding how LEGO SERIOUS PLAY evolved and still don't understand why The LEGO Group let it go in the first place. Luckily, Robert Rasmussen was extremely patient with me and explained and re-explained everything from history to concept to how the method is practiced today. I am glad I discovered it. I had always wondered what was in that little box called LEGO SERIOUS PLAY. Now I know

*Jenn with her favorite toy testers.
Besides writing for qz.com
Jenn also writes for forbes.com
Photo:Elizabeth Miller*

that it's a method to show us things we didn't know we knew. It's absolutely brilliant."

Sincerely,



[Check out the latest facilitator training schedule](#)

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.

robert@rasmussenconsulting.dk

[Forward email](#)



This email was sent to robert@rasmussenconsulting.dk by robert@rasmussenconsulting.dk | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [About our service provider](#).

Rasmussen Consulting | Ramsherred 12 | Assens | 5610 | Denmark