



## The First Released Lonely Guy

- [Starting the Journey out of the Comfort Zone](#)
- [From Lonely Guy to Senior Manager](#)
- [Shaping the Development of LEGO SERIOUS PLAY](#)

The LEGO SERIOUS PLAY method is grounded in two core beliefs. The first belief is that there is a vast untapped potential in the people in organizations and people have the imagination to solve even the most complex issues. The second belief is that by involving everyone you will create a true win-win situation for both the organization and the individual.

In this issue we want to share with you the emergence of the lonely guy concept, which dates back to the development of the LEGO SERIOUS PLAY method. I led the development of LSP in parallel with leading a R&D team for LEGO Education. The LEGO Education team members were not involved in the development of LSP, so I decided to test our first LSP complete prototype workshop on my own team. One member of this team was Shannon Paynter. Here is her story.

### • Starting the Journey out of the Comfort Zone



As the office support person, I felt intimidated and out of my league. What did I have in common with these professionals with advanced degrees, who were developing products and explaining theories?

*"As a young and inexperienced part-time employee, I found myself in the right place at the right time. I worked among a very talented and intelligent group of successful colleagues. I felt I had little to contribute and preferred to remain in the background.*

*Then one day, in the middle of a staff meeting, my manager was having our team test the LEGO SERIOUS PLAY concept. We each had to build a model with LEGO bricks that captured our team identity.*

*I was panicked. I didn't know what to build, let alone what I was going to say, but I forced my hands to pick up the bricks and start building. I knew there was no way I was going to be able to fade into the background this time. So when my turn came, with my face red and blood rushing between my ears, I described my model. I don't remember exactly what I said: something about how we are all stars, but when I was done speaking I looked around the table and everyone was staring at me. I wanted to crawl under the table; that is - until my manager exclaimed that it was brilliant!*

*That one word, that one experience, was the seed that planted the idea in my mind that perhaps I did have something unique to offer. And perhaps opposing opinions and unique perspectives were a good thing!*

### • From Lonely Guy to Senior Manager



It has been a spectacular

*From then on I started pushing myself outside my comfort zone as I did at that staff meeting. In 2004 I found myself at a crossroads and accepted a position in the HR division. This wasn't an easy decision. I had little knowledge of Human Resources not to mention it would've been a demotion. However, I had built the confidence to realize that I was in charge of my future and perhaps I could turn this into something I was passionate about.*

*By 2008 I had become HR Manager, and worked with various leaders*

journey I wouldn't have thought possible as that part-time office support employee. That glimmer of confidence I felt through the Lonely Guy experience 15 years ago taught me that all opinions matter and everyone is equal - we just come with different experiences.

*throughout the organization to help raise the performance of their employees. Next step in 2011 was to join our global corporate HR department where I gained invaluable experience developing and executing leadership development and talent programs.*

*Finally, next month, I find myself in another rewarding role as Senior Manager of Capability, Change and Engagement for the global Educational division. I know the fun is just beginning!*

## • Shaping the Development of LEGO SERIOUS PLAY

Being the manager Shannon refers to in her moment had a huge impact on me as well. For the first time I realized the extreme power of the method and this insight in multiple ways shaped the further development - and still does.

Sincerely,



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](http://www.rasmussenconsulting.dk).

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[robert@rasmussenconsulting.dk](mailto:robert@rasmussenconsulting.dk)

Rasmussen Consulting, Ramshered 12, Assens, 5610 Denmark

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Sent by [robert@rasmussenconsulting.dk](mailto:robert@rasmussenconsulting.dk)