



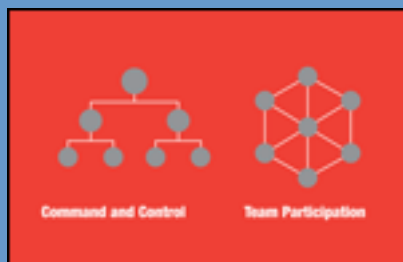
## Build to Lead New Leadership Model Requires New Tools

- [Work and Play, Two Sides of the Human Quest for Knowledge](#)
- [Collaboration, Nice Idea or Workplace Reality](#)
- [Access to the Full ebook](#)

Today's challenges of optimizing productivity with a diverse workforce, having to accomplish more with less, and wasting a lot of time in meetings leave us with stress and tunnel vision. Play is a logical antidote.

LEGO SERIOUS PLAY facilitators **Donna Denio** and **Dieter Reuther** present a compelling summary of the impact of a variety of societal trends on both work and play, pressuring these apparent opposites to converge. **Build to Lead** is a heavily illustrated free e-book that is a resource for all practitioners looking for facts and stories that detail the business-case value of LEGO SERIOUS PLAY.

### • Work and Play, Two Sides of the Human Quest for Knowledge



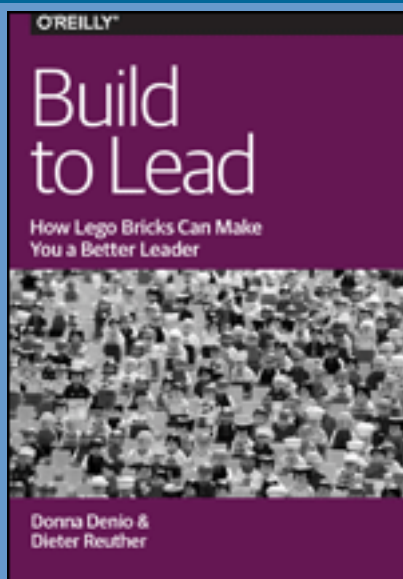
The command and control hierarchy is being replaced by a new leadership model that teaches, inspires, and promotes full participation of team members, where we surface the leadership potential in others. (click image for a larger view)

What if you could harness the power of play -- something we all knew but most of us forgot -- to empower your teams and help all of you realize creative and powerful solutions together in support of today's business challenges?

In his book **The Play Ethic**, business futurist Pat Kane says "Play will be to the 21st century what work was to the industrial age - our dominant way of knowing, doing and creating value." How do we convince corporate skeptics that such an outrageous claim is true?

**Build to Lead** summarizes a variety of approaches including new evidence from the field of neuroscience about how people of all ages learn and grow and the role of play in creating safe spaces for people of all ages to take risks and experiment. The book includes examples from corporate trendsetters, such as Google, on how they are using playful approaches for everything from office décor to facilitation techniques that increase productivity.

### • Collaboration, Nice Idea or Workplace Reality



Our mental model of work has not kept up with the reality of work. Knowledge work is no longer a head-down serious solitary endeavor. With the complexity of today's business challenges, collaboration is the key. There are a number of articles in leading publications about the value of collaboration. In most instances, collaboration is a nice idea but few have insight on how you get adults who are very different in age, technical or professional training and ethnicity to actually listen to each other and, more importantly, trust each other. LEGO SERIOUS PLAY is one of the few tried-and-true methods to get people to actually see each other in new ways, to transform the dream of collaboration into the reality of people building on each other's ideas.

To quote Donna and Dieter, "Yes, play at work is disruptive, and our teams and organizations are silently crying out for this disruption. We

all know in our hearts that continuing "business as usual" will not bring forth a collaborative future where we can apply our best minds to the global challenges we face together such as creating clean, renewal energy; human-focused technology that works; and safe and secure cities."

- Access to the Full ebook

Click [here](#) or on the book image above to download your free copy of **Build to Lead**. The publication can be viewed on-line or with the iBook app.

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

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