



Surfacing Hidden Knowledge Through Building

- Ninety-five percent is beyond our conscious awareness.
- Accessing and influencing information stored in our subconscious

In LEGO SERIOUS PLAY workshops, the facilitator asks tough questions, and participants respond by building a LEGO model. This LEGO model is then used as the basis for knowledge sharing, problem solving and decision-making.

The questions facilitators ask are not easy, and potential responses varied and not straightforward - because obvious "superficial" responses would be waste of time to build and answer with LEGO brick constructions. In the workshops, participants often feel that they DON'T know where to begin to answer the question. However, when they just start building, and often to their great surprise, they come up with an answer they didn't know they had. Or they will say - "I didn't know I knew this."

The participants are often puzzled by this - and so were we. ***WHY are they able to come up with knowledge that they didn't know they had?***

Ninety-five percent is beyond our conscious awareness.



We pride ourselves on being rational so we resist the idea that that many of our core feelings and beliefs are deeply held and emotionally based.

It appears that the unconscious mind stores up to ninety-five percent of our knowledge, and we are not even aware it is there until something triggers us to access this hidden knowledge.

Brain researchers around the world, from the time of Sigmund Freud and before, keep discovering more and more about the power and influence of our unconscious minds. Long thought to be almost primal, governing simple stimulus response actions, delivering basic facts, recognizing objects and carrying out practiced movements, current and evolving research is demonstrating that our unconscious minds play a fundamental role in all our decisions.

According to neuroscientists, we are conscious of only about five percent of our cognitive activity so most of our decisions, actions, emotions and behavior depend on the ninety-five percent of brain activity beyond our conscious awareness.

Our unconscious minds store memories/information accumulated over a lifetime and can access this information more quickly than our conscious mind can reason. The speed of the unconscious often gives us an instinctive feeling about which answer is right long before we can provide any tangible reasons supporting the decision.

Accessing and influencing information stored in our subconscious

Malcolm Gladwell, in the bestselling book *Blink*, writes "our snap judgments and first impressions can be educated and controlled". But how? Gerald Zaltman, Professor Emeritus of Harvard Business School, has developed a technique using images that goes far deeper than focus groups and accesses information stored in our subconscious.



According to Zaltman, language is limited and it can't be confused with the thought itself. Images, however, move a bit closer to capturing fragments of the rich and contradictory areas of unconscious feelings.

Zaltman has experience working with people around the world researching their thoughts, feelings and opinions about a range of topics. His work around the world has convinced him that we share a menu of unconscious metaphors, limited but universal, similar to the way human emotions like hope and grief are universal.

These universal metaphors and themes resonate with anyone who has participated in a LEGO SERIOUS PLAY workshop, a clear testimony of the power of the LEGO SERIOUS PLAY process to make information stored in our subconscious minds tangible and concrete.

Using our hands to respond to seemingly unanswerable questions appears to one way to access knowledge buried deep within our unconscious.

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

Rasmussen Consulting, Ramsherred 12, Assens, 5610 Denmark

[SafeUnsubscribe™ {recipient's email}](#)

[Forward email](#) | [Update Profile](#) | [About our service provider](#)

Sent by robert@rasmussenconsulting.dk