



THE GAZETTE

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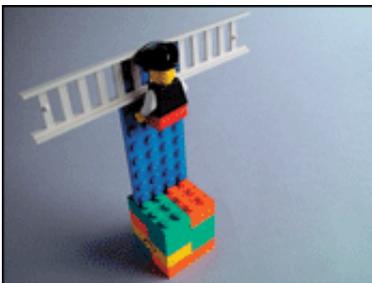
Satisfied with the Status Quo? LEGO SERIOUS PLAY is not for you.

- Path to NEXT LEVEL Thinking
- Knowledge is not understanding
- Happy Holidays and Best Wishes for the New Year.

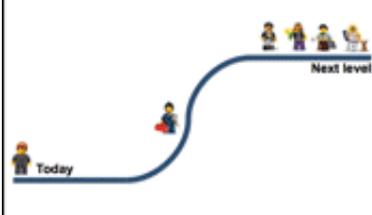
With increased awareness of the LEGO SERIOUS PLAY (LSP) method, we get more and more requests to deliver workshops based on the method. Often the interested party will ask, "What kind of standard programs (understood "off the shelf type") can you offer with your method?"

My answer: "None!" If this is a telephone conversation, the caller is silent for several seconds before I feel that it is up to me to explain my answer. *"LSP is a facilitated technique without any pre-defined content. It is a structure or language that can help real groups address real challenges (positive or negative) in real time. If you can tell me more about WHY you want to gather (i.e. have a meeting) the group or team you have in mind, then I can tell you if LSP is the appropriate tool for you and how we can customize an intervention that meets your specific needs and goals."*

Path to NEXT LEVEL Thinking



When we are still having a conversation about LEGO SERIOUS PLAY, we are often asked, ***"What kind of challenges or topics do organizations and groups use LSP for?"*** Sometimes I feel my response is a bit disappointing when I say, *"LSP can effectively be used for a wide range of challenges including but not limited to high level strategy development, organizational and business development, on-boarding, learning and development, career planning, market analysis, product development, team development and also family and social development and in education."*

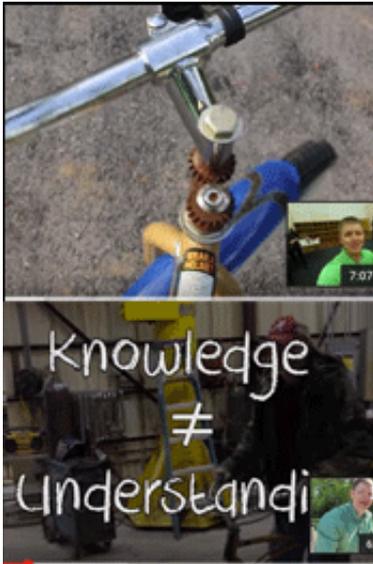


One common theme across all uses of the LSP method is a universal desire to move to the **NEXT LEVEL** with the topic. It is not enough to think about continuous improvement or becoming better and the way you are doing things TODAY. For those that decide to use LEGO SERIOUS PLAY, it is more about breaking away from habitual ways of thinking and doing and creating a radical new way to see and do.



Most who elect to use the LSP method tell us that achieving results and goals that are worthy of being labelled as **NEXT LEVEL** begins with questioning their current ways of preparing and making decisions about the future - be it a big issue or a very small issue. It 's breaking with the belief that doing things the same way they have been done in the past will bring radical new results.

Knowledge is not understanding



Getting to the NEXT LEVEL is based on the belief that the solution to getting there is in the room already, meaning that surfacing deep, subconscious knowledge of people in the organization/team/group requires people to unlock hidden and new knowledge and getting them to break their habitual ways of thinking. LSP is a process to do just that.

Reaching the NEXT LEVEL requires deep understanding of your environment - not only knowledge. To illustrate that please spend four minutes watching a video about the **BACKWARDS BICYCLE!**

The point I would like to stress with the video is that we all THINK we can ride this bicycle, because we KNOW how it works. As long as things are only in our HEADS, we falsely believe we understand. As practicing riding the bike re-programs your mind and skills, constructing with LEGO bricks and building a 3D landscape of your today and your aspirations for the NEXT LEVEL unlocks new knowledge and challenges your habitual ways of making conclusions. Once this happens you are at least halfway to unlocking the NEXT LEVEL.

Happy Holidays and Best Wishes for the New Year.



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.

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