



THE GAZETTE

Published by Rasmussen Consulting

[MARCH 2017]

The Secret Sauce What Sets LEGO SERIOUS PLAY Apart from Other LEGO Exercises?

- [The Essence of LEGO SERIOUS PLAY](#)
- [Strong Foundation, 15 Years of Proven Results](#)
- [The LSP Community Today](#)

Most people have either participated in team-building programs at their workplace or a conference, know people who have or have a mental picture of what goes on. Maybe they have even read articles about what's out there or conducted on-line research. Many team-building exercises include LEGO bricks. This widespread use of LEGOs in corporate training has created misunderstanding and confusion.

Many people think they know what the LEGO® SERIOUS PLAY® method is. Often superficial or partial knowledge clouds our vision more profoundly than no knowledge at all. So, pretend for two minutes that you know nothing about LEGO SERIOUS PLAY.

The Essence of LEGO SERIOUS PLAY



The water cooler test is a good indicator of the quality of a decision. When you hear comments such as "I am really not confident that this is going to work because..." or "I don't really feel committed to this because..." you know that implementing the decision will be an uphill battle.

Effective, engaged and equitable group decision-making is the core outcome of a workshop designed and led by a trained and experienced LEGO SERIOUS PLAY facilitator. There are many tangential benefits such as better understanding your co-worker's values and motives; seeing how your function, expertise or role impacts others or depersonalizing areas of conflict or disagreement, but the core, hard-to-replicate-any-other-way outcome is a decision emotionally supported by all participants.

LEGO SERIOUS PLAY is a science-based communication and problem-solving method designed to help organizations make better and faster decisions by assuring that everyone participates in an equal and meaningful way. The LEGO SERIOUS PLAY method disrupts the status quo 20-80 meeting flow where 20 percent of the participants dominate the conversation and 80 percent play a back-seat role and creates a 100 - 100 meeting, where all voices are equally heard and are equally important.

When a decision is supported using the LEGO SERIOUS PLAY method (LSP), everyone in the room sees and hears the options, the constraints, the best- and worst-case scenarios likely to result and realizes that the final decision makes the most sense for the majority of stakeholders.

Strong Foundation, 15 Years of Proven Results

LSP was officially first launched in 2002. The idea to use LEGO bricks for business strategy originated in 1995 in a collaboration between the owner of the LEGO Company and the Institute of Management Development in Switzerland (IMD). Between 1995 and 1999 Roos



and Victor from IMD experimented with the process without much success.

You can read the full story about the history, development and content of the method in "Building a Better Business Using the LEGO SERIOUS PLAY Method". Click image to learn more.

The LSP Community Today

In The News

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The LEGO Group has never been an originator nor driving force in the refinement and spread of LEGO SERIOUS PLAY, although they are interested in the use of the LEGO® and [SERIOUS PLAY®](#) brands. Their original involvement was as a research case study in the development of the process. Since 2010, advancement of and training in the LSP method has been in the hands of a small, devoted group of practitioners belonging to the [Association of Master Trainers](#). The LEGO Group currently manufactures four brick sets especially designed for LEGO SERIOUS PLAY that are available on their web site.

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.

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