



# THE GAZETTE

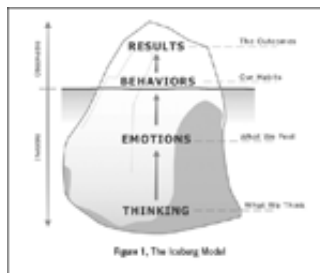
Published by Rasmussen Consulting

[MAY 2017]

## Quiet Leadership: Creating Opportunities for People to Think for Themselves

### Start at the bottom

In his introduction to *Quiet Leadership*, David Rock writes: "There is a metaphor called the [Iceberg model](#) used by cognitive behavioral therapy and various behavioral sciences. The Iceberg model describes how our performance at anything is driven by our sets of behaviors, our habits. These are driven by our feelings, which in turn are driven by our thoughts.



- [Heidi Buus Beldam's Aha Moment](#)
- [What is the Connection?](#)

In the Iceberg model, our performance and some of our behaviors are visible, while other behaviors, feelings, and thoughts are below the water. There's a lot more driving our performance than just the few habits we see on the surface. And at the base of all this is the way we think. In other words, what we achieve at work is driven by how we think. Yet if you as a leader want to improve performance, the most effective way to do this is to start at the bottom-to improve thinking."

### Heidi Buus Beldam's Aha Moment



*"The leaders in my company already practice working WITH how our brain is wired. But establishing high clarity in very complex situations has been difficult - before LSP! LSP will do wonders - and they will all love it, feeling everybody's strong commitment."*

Recently Heidi Buus Beldam, responsible for transformation in a successful IT company, participated in one of my facilitator training sessions for LEGO SERIOUS PLAY (LSP). She had very little experience with LSP before the training. After the first of four days of training she was extremely excited and burst out; THIS IS IT - THIS IS WHAT I HAVE BEEN LOOKING FOR! I am used to positive reactions, but this was VERY POSITIVE, so I asked her to elaborate further.

"We need quiet leaders who are masters in facilitating and bringing out the best in others. Such leaders makes people feel safe to speak out, the leaders improve their employees' thinking - and thereby develop their people and teams to higher heights. They literally improve the way their brains process information and make new connections - without telling anyone what to do. Given how many people in today's companies are being paid to think, improving thinking is one of the fastest ways to improve performance. However, this sounds so much easier to do than it actually is. With LEGO SERIOUS PLAY I now have the tool and method to make it happen in practice - so I am very grateful".

### What is the Connection?

Quiet leadership and LEGO SERIOUS PLAY are both grounded in the



The book is a guide to a new way of having conversations, based on recent discoveries about how the brain works. It points to a new way of thinking, a new way of listening, a new way of speaking, a new approach to every conversation leaders have with their people.

latest discoveries in neuroscience about how the brain works. Our brain craves patterns and searches for them endlessly, because the underlying functionality of our brain is one of finding associations, connections, and links between bits of information. We feel more comfortable surrounded by order, we feel better inside symmetry where we can see how everything is connected.

Based on knowing how the brain works, neuroscientists have concluded that:

1. To take any kind of committed action, people need to think things through for themselves;
2. People experience a degree of inertia around thinking for themselves due to the energy required;
3. The act of having an aha moment gives off the kind of energy needed for people to become motivated and willing to take action.

Important for leaders today, and central to being a quiet leader are the abilities to create the physical and mental space for people to want to think, to help others simplify their thinking, to notice certain qualities in people's thinking, and help others make their own connections.

**Here is the connection. Artful design and facilitation of the LEGO SERIOUS PLAY method that can do just that.**

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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