

## *Online Workshop*

*Open up relevant questions with  
the method of LEGO® Serious Play®*



*Creativity is intelligence having fun. | Albert Einstein*



# ***Agenda***

***A quick check in***

***LSP in theory and practice***

***Questions / Answers / Feedback***



# ***Build a duck***



***Build a duck in 30 seconds and then show it to the rest of the group***

# *Check in*

*# Chosen industry sector*

*# Experience with LSP*

*# My duck is the best in the world because...*

***The Method***  
***LEGO® Serious Play®***



# *What is special about the LEGO® Serious Play® method ?*

*The method is very **visual, communicative,**  
**kinesthetic, co-creative** and **democratic.***

*... and quite **"sporty"!***



# *Thinking with your hands*

*Hand-brain coordination enhances **problem understanding***

*The method uses **metaphors** and **interpretations***

***Low threshold for newbies, because it's fun!***

*It's about **ideas** and **exchange**, instead of opinions*

*New ways of **thinking** and **seeing things** ... which otherwise remain*

*closed*



Sensory Homunculus  
([www.turmdersinne.de](http://www.turmdersinne.de))

# ***The LEGO® Serious Play® Etiquette***

***The LSP facilitator asks questions or gives tasks, defines the time frame and guides through the process.***

***The LEGO® model represents the answer to the question or task.***

***Think with your hands. Trust your hands.***

***Use your eyes and your ears to listen.***

***Share the story your model tells.***

***There are no wrong answers.***

***Everyone builds, everyone shares.***

***... have fun!***



# *LSP practice section*

## *Warm-Up #1 | TECHNICAL SKILLS*

*Task*

*Building*

*Share*

*Reflect*

The background is a stylized illustration of hands building a tower with blocks. The scene is set on a wooden table. A hand is shown placing a block on top of a partially constructed tower. Another hand is shown holding a block. The tower is made of various colored blocks (red, blue, yellow, green). There are also some tools and materials scattered around, like a hammer, a saw, and a box. The overall style is a soft, painterly illustration with a warm color palette.

***Warm-Up #1 | TECHNICAL SKILLS***

***Task 1:***

***Build a tower***

***Integrate yourself in your model***

***4 min. building / 1 min. sharing per participant***

# ***Possible applications for LSP***

***Idea generation***

***Goal development***

***Storybuilding & Storytelling***

***Teambuilding***

***Strategy development***

***Process design***

***Change Management***

***Development scenarios***

***Stakeholder analyses***

***Impact systems***

***Materiality analyses***

***Field of action analyses***

***...***

# ***Basic LSP construction phases***

***Individual models  
construction phase 1***

***Coaching / Values and action  
/ Idea development***

***Team models  
construction phase 2***

***Team building / Vision  
development / (Product)  
Innovation***

***Systemic models  
construction phase 3***

***Strategy / Scenarios***

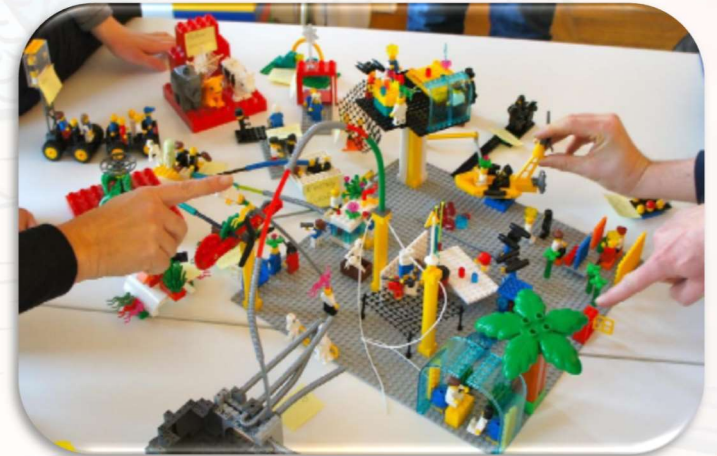
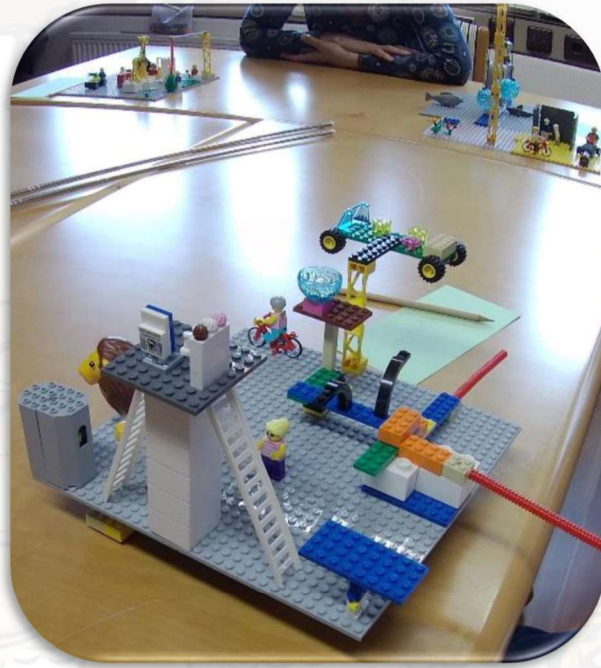
***Task***

***Building***

***Share***

***Reflect***

*LSP in action ...*





# LSP Kits



Illustrations: LEGO® Group



***5 minute break?!***



# *LSP practical part*

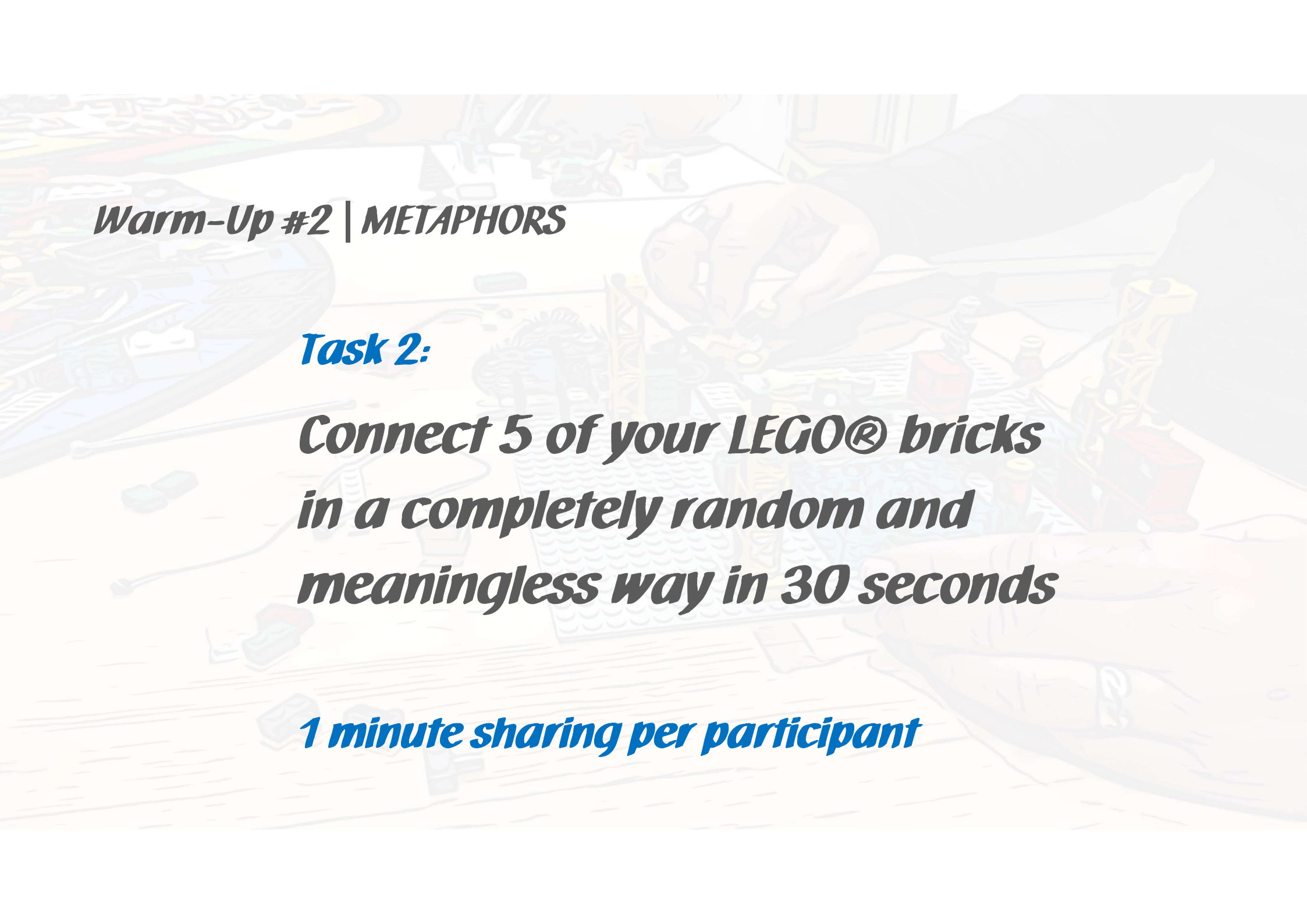
## *Warm-Up #2 | METAPHORS*

*Task*

*Building*

*Share*

*Reflect*



***Warm-Up #2 | METAPHORS***

***Task 2:***

***Connect 5 of your LEGO® bricks  
in a completely random and  
meaningless way in 30 seconds***

***1 minute sharing per participant***

***Imagine your model from the  
5 Stones is a description for ...***

*Ice cream*

*Cooler bag*

*Flipflops*

*Cocktail*

*Holiday pay*

*Hiking*

*Backpack*

*Wanderlust*

*Swimming  
pool*

*Picnic*

*Camping*

*Sunburn*

***...what's that?***

# *LSP in practice 1*

## *Warm-Up #3 | STORYTELLING*

*Task*

*Building*

*Share*

*Reflect*



***Warm-Up #3 | STORYTELLING***

***Task 3:***

***Build a model that shows  
the vacation of your dreams.***

***5 min. building / 1 min. sharing per participant***

# *LSP in practice 2*

## *The individual model*

*Task*

*Building*

*Share*

*Reflect*

The background features a stylized illustration of two hands, one from the top and one from the bottom, holding a large, textured grey block. This block is part of a larger, colorful cityscape or industrial scene composed of various geometric shapes and structures in shades of blue, yellow, and orange. The overall style is that of a hand-drawn or digital illustration.

***Task 5:***

***Think about the industry sector you have chosen.***

***Build a model that shows your***

***UNsustainable Utopia of your chosen industry***

***in 2030.***

***5 min. building / 1 min. sharing per participant***

The background is a stylized, light-colored illustration of hands building a model with LEGO bricks. The hands are shown in various positions, some holding bricks, others pointing, and one holding a completed section of the model. The scene is set on a wooden table with scattered LEGO pieces and a small container. The overall tone is creative and collaborative.

***Task 5:***

***Build a model that shows the  
sustainable Utopia of your chosen industry  
in 2030.***

***5 min. building / 1 min. sharing per participant***



# *Feedback*

## *Experience*

*How did I experience LSP?  
What insights do I take  
with me?*

## *Surprise*

*What surprised me  
in a positive way?*



## *Benefit*

*How can LSP be useful for  
companies/organizations?*

## *Learning fun*

*What did I particularly enjoy doing?  
What made me want to do more?*

# *Many thanks!*



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