



# INFORMATION PACK

## Design & Delivery of a Workshop Using Lego® Serious Play®

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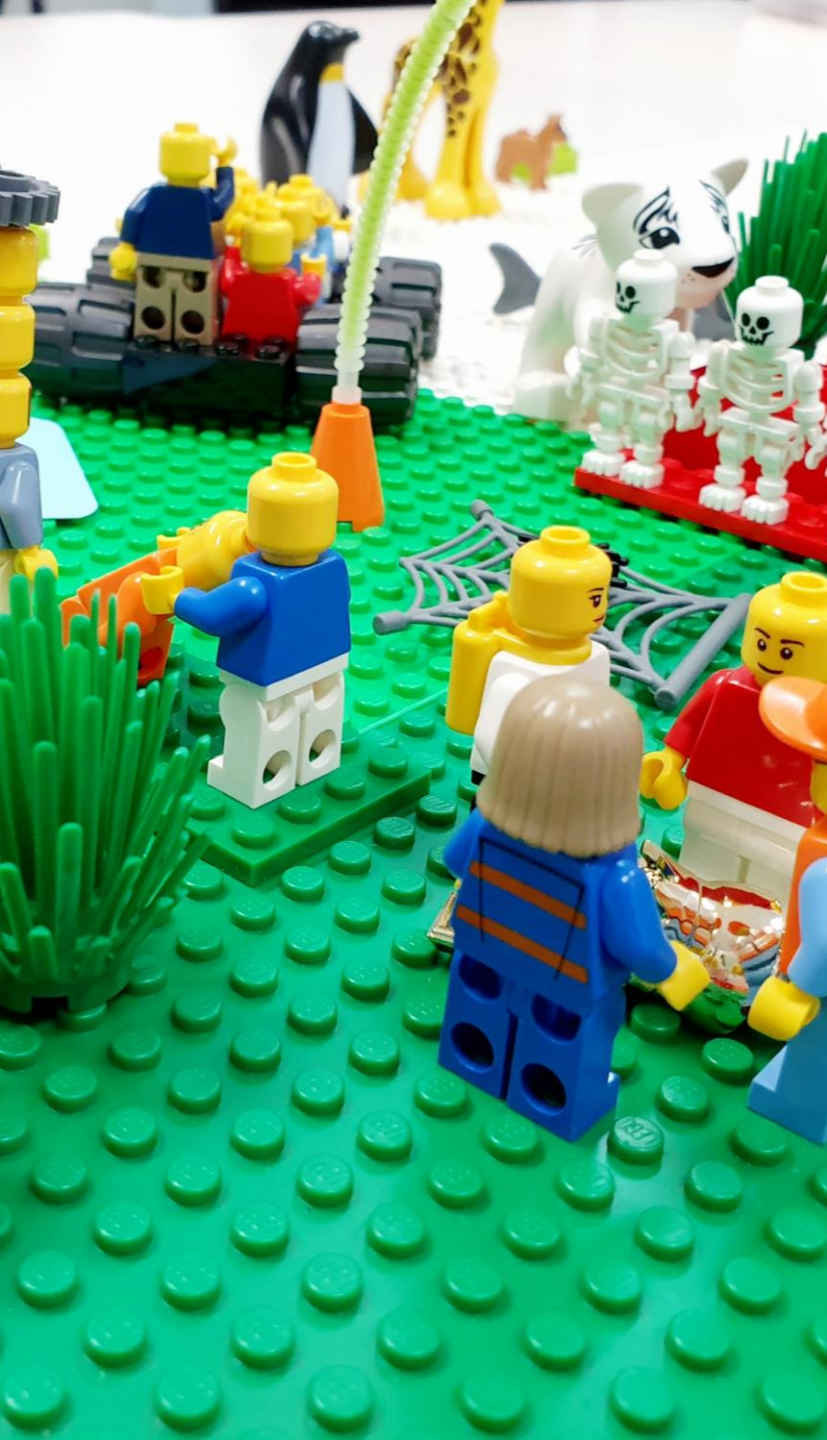
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## INTRODUCTION

Thanks for your interest in using Lego® Serious Play® (LSP) for your next workshop! In this document you will find some information on:

- The Lego® Serious Play® methodology and approach (i.e. how it works)
- The potential benefits of using Lego® Serious Play® during group / team workshops
- Recommendations on when to use the LSP methodology
- Examples of topics and questions that can be explored using Lego® Serious® Play
- Indicative fees for the design and delivery of a tailored LSP session for your organisation, taking the following into account:
  - Session length / duration
  - Session format and approach
  - Number of participants
  - Number of facilitators required (if more than one)

You will also find some information about our background and experience, as a way of demonstrating our capacity to deliver this work in line with your requirements.

Should you have any questions about this proposal, please contact Leisa Molloy on [leisa@flourishingmindsconsulting.com.au](mailto:leisa@flourishingmindsconsulting.com.au) or 0404 870 041.



# WHAT IS LEGO SERIOUS PLAY?

Lego® Serious Play® is a facilitated group workshop method originally developed by the Lego Group in the 1990's. Highly engaging and 'hands on', the methodology helps individuals and teams to **think, communicate, explore issues** and **solve problems** in a different, more creative way.

It can be used in any type of business or industry, and at any level within an organisation. It can also be used with any education level, and with people of any age. Importantly, no previous Lego experience or Lego building skills are required to participate!

## Who Uses LSP?

Organisations all around Australia and the world have used Lego® Serious Play® for a range of purposes – these include Google, Lion, eBay, Deakin University, RMIT, Sigma, and Integral Health, to name a few.

The method has been used to explore topics and questions around strategy, innovation, customer experience, change management, leadership, team, and culture.

# WHEN SHOULD WE USE LEGO SERIOUS PLAY?

Ultimately, the method can be used in a wide variety of ways. However, there are certain types of issues, problems and questions that Lego® Serious Play® is most suited to. The method is most useful in the situations where...



You want to explore a **complex topic or question** to which there is no single 'right' answer or solution



You want to create higher levels of **engagement and participation** by breaking the usual dynamic of meetings and group conversations



You want **everyone's input** (not just the loudest voices in the room or the people who always tend to speak up!)



**Collaboration and co-creation** are important for generating the most diverse and creative ideas and solutions



# BENEFITS OF LEGO SERIOUS PLAY

Here are some of the benefits of using Lego® Serious Play® ...

## #1 – It is highly engaging

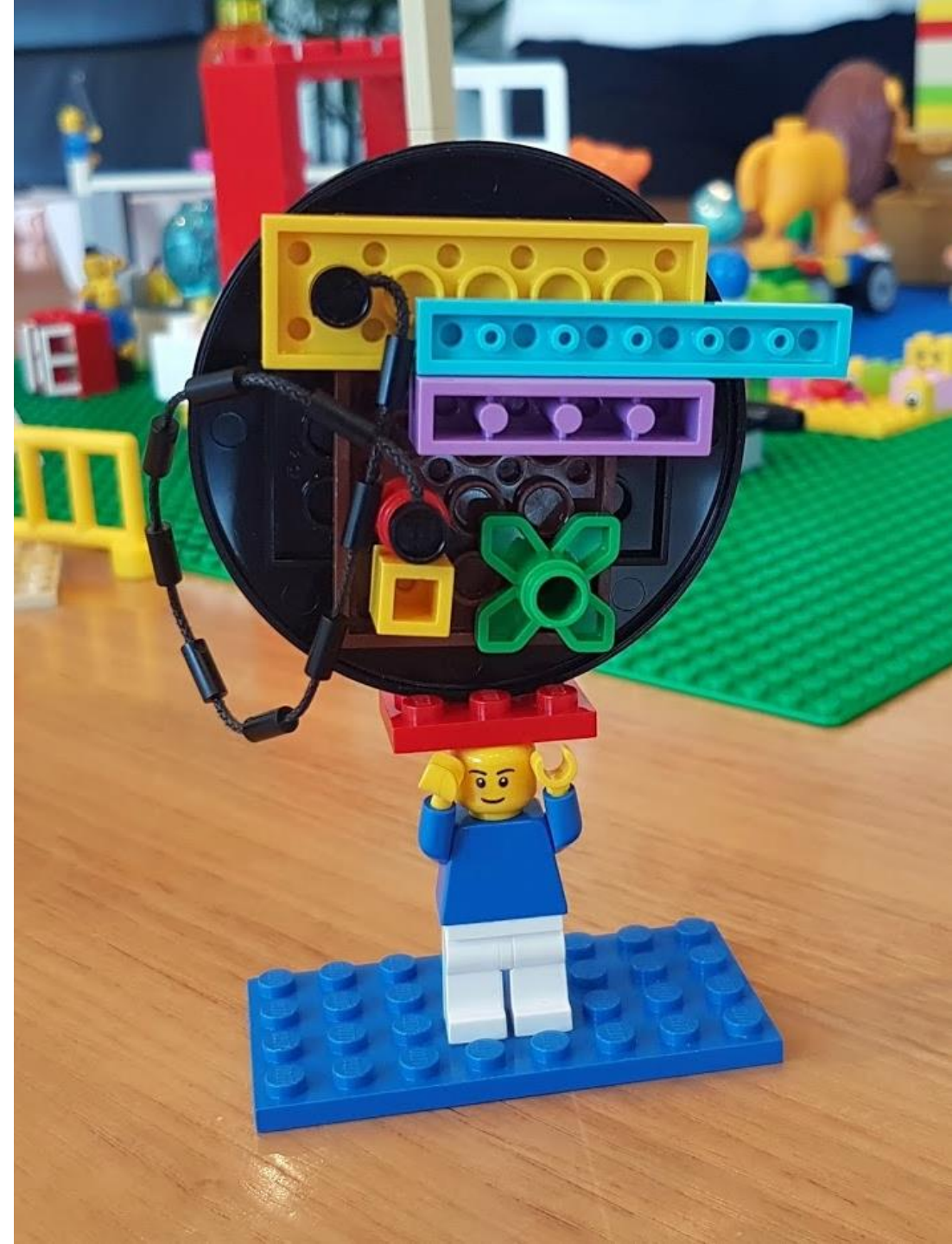
It breaks the normal dynamic of meetings and workshops and creates 'lean in', engaging the majority of participants the majority of the time. *Everyone* is involved in the process right from the outset, with most participants excited about doing something different and 'hands on'.

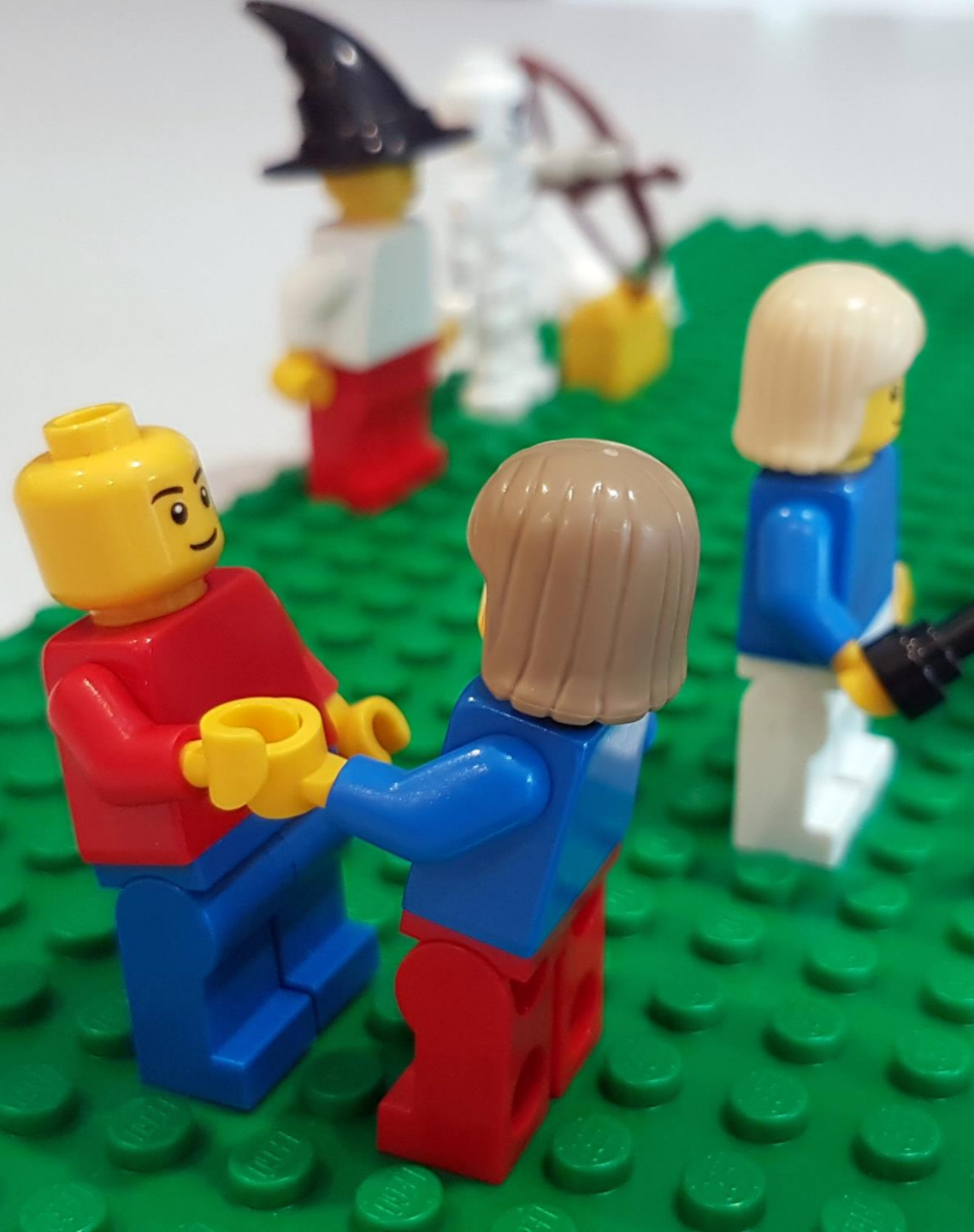
## #2 – It facilitates creative and lateral thinking

The method helps people to see things differently, discovering new and surprising connections and insights. This tends to occur naturally (and despite any concerns from participants about not being "creative" enough!). LSP creates a safe environment for thinking in new ways.

## #3 – Everyone team member feels heard

One of the biggest benefits to using Lego® Serious Play® is that it creates opportunities for everyone to share their ideas and tell their story. This helps to avoid that all-too-common scenario of quieter participants being 'drowned out' by more dominant group members, instead allowing everyone to have a 'voice' in a more equitable way.





#### #4 – Greater collaboration & co-creation

Participants work together to co-create solutions, allowing opportunities to explore a broader and more diverse range of ideas. This often leads to better outcomes, as well as a stronger sense of ownership and commitment from participants. People feel more empowered, and the group more cohesive and connected.

#### #5 – It facilitates open & honest communication

The 'safe space' created by LSP often results in participants feeling more confident expressing their ideas and opinions. People attach meaning to the physical, tangible object they've created (i.e. the Lego model), and then share their thoughts by 'telling the story' of what they've built. In this way, the focus is on *what they've created*, rather than on *them* - making it feel safer to speak up and contribute.

#### #6 – The method is scientifically backed

It isn't just about "play" – having fun is just an added bonus! Indeed, the "serious" part also gets a good run given that the method draws on extensive research and scientific principles from the fields of psychology, learning, neuroscience, and business.

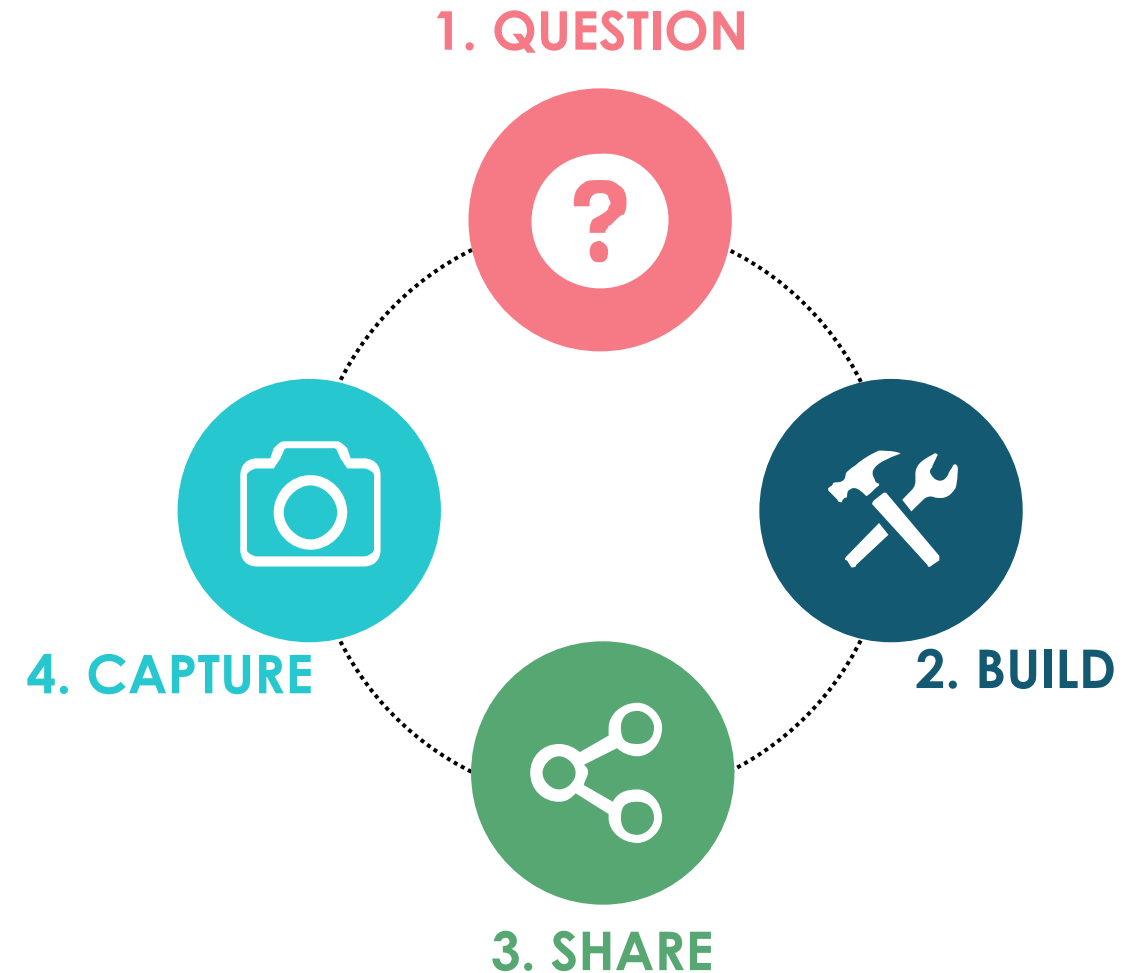
# WHAT HAPPENS DURING A LEGO SERIOUS PLAY SESSION?

While the context and topics may vary, Lego® Serious Play® sessions typically follow a set of key principles.

**Start with a 'warm up'.** The facilitator starts with a few warm-up activities by teaching the group the basic skills and principles of the approach. This helps to address the concerns of any participants who feel they aren't "good" at Lego.

**The group builds their answers to key questions.** The facilitator then guides participants through a series of key steps (Question, Build, Share and Capture) to explore the key topics of the session. Key questions are designed and agreed before the session. Depending on our goals, a combination of individual and shared or group 'builds' are completed.

**Everyone shares (using metaphors and stories).** Importantly, every build includes an opportunity for participants to share the meaning and story of their model, enabling 100% participation. The facilitator's role is to encourage conversation, identify key insights, and ask clarifying questions to strengthen understanding.





## EXAMPLE QUESTIONS

An important part of designing a successful Lego® Serious Play® session is 'crafting' good questions to explore with the group. Our role is to support you with this, making recommendations based on your key objectives.

Here are some examples of questions that have been used successfully in previous LSP sessions:

- What is most important for our success?
- What does "great" leadership look like for us?
- What are our individual & collective strengths?
- What do we want to be 'known for'?
- What challenges & opportunities do we face?
- How can we facilitate growth and innovation?
- What should we be talking about more often?
- What hidden strengths can we leverage more effectively?





## ENSURING COVID SAFETY

Making Lego® Serious Play® sessions Covid-safe is an important consideration. We can take the following steps to minimise any potential risk:

- Providing multiple, smaller bags of Lego for participants to use individually or in small groups
- Providing hand sanitiser and encouraging regular use throughout the session
- Encouraging physical distancing (note that a large enough room / venue will be required)
- Designing session plans in a way that minimises physical contact or sharing of Lego
- Ensuring Lego is sterilised and 'quarantined' between different sessions

We will also seek your support in having participants refrain from attending should they have any reason to be concerned about exposure to Covid-19.



## THANKS!

Thanks for taking the time to review this information pack.

Should you be interested in a further conversation, please feel free to send me an email and we'll schedule a time!

I'm always happy to learn more about your needs and explore some different options.

Kind regards,

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