



LEGO SERIOUS PLAY

NLN Conference, Westin Prince Hotel



What is LEGO SERIOUS PLAY?

- A facilitated thinking, communication and problem solving technique
- Method to unlock, realize and maximize human potential in organizations



LEGO SERIOUS PLAY is a tool for building an open, honest and transparent business culture.



Adult Play?

- Already exists within organizations
- It is play with a purpose
- It is NOT leisure play or frivolous play
- It is a meeting form
 - Discuss how things are now and how they might be different
 - Want to use their imagination to describe what is right now, how it could be improved, or how it could be completely different
- Example
 - Budgeting
 - Strategic Planning

Adult Play

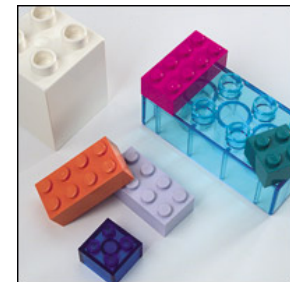
- Play is the best way people have to:
 - Imagine
 - Interact
 - Learn
- Frees us to:
 - Take risks
 - Imagine the unimaginable
 - Take on different roles

When we play about something that is important, like our business, we can enrich everyone's quality of life at work.



How does SERIOUS PLAY work?

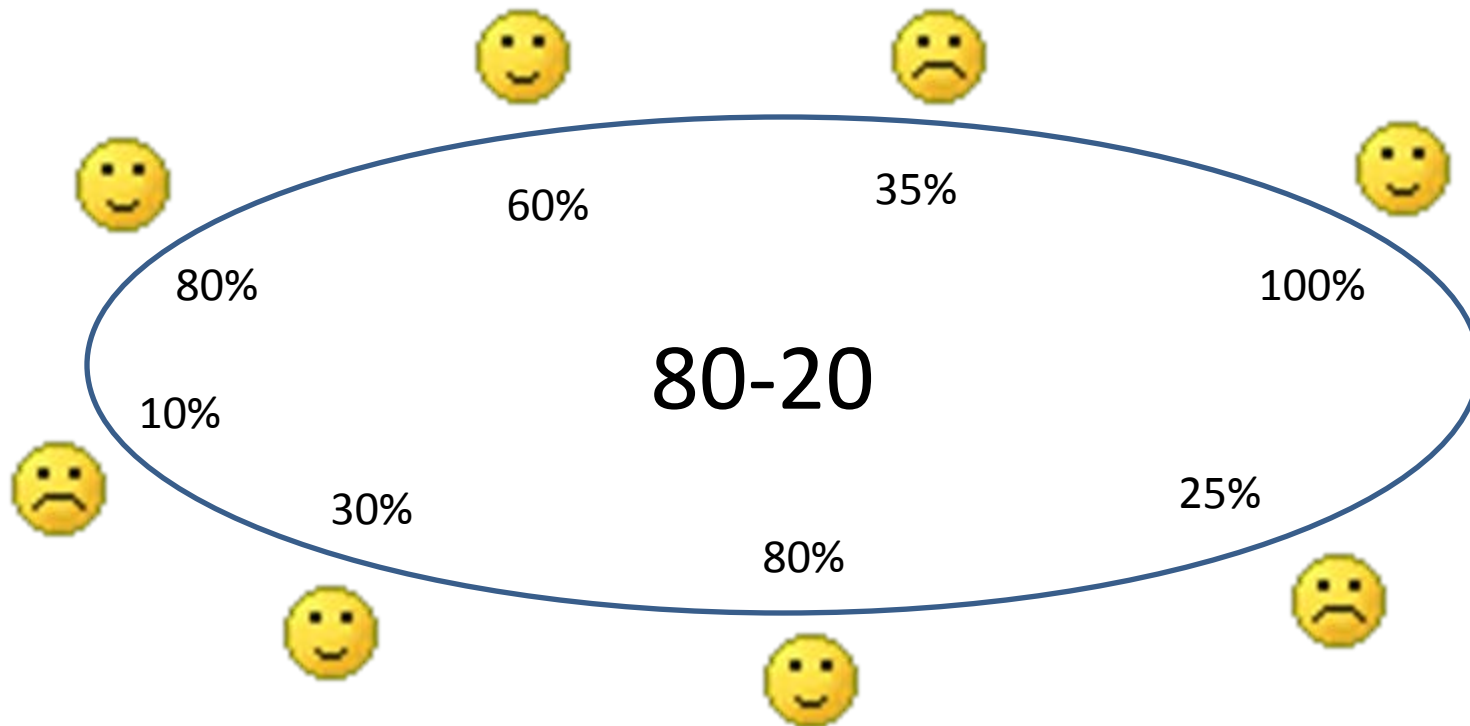
- LEGO SERIOUS PLAY "gives your brain a hand".
- It is a tool that lets your mind form and organize new thoughts.
- It uses bricks to visualize situations and enhance business performance.
- Based on science that shows hands-on, minds-on learning produces a deeper, more meaningful understanding of the world and its possibilities
 - Much more so than listening or reading.



SERIOUS PLAY lets you....

- Involve your entire team in the discussions all the time
- Have everyone participate actively and contribute their best
- Provoke learning and new ways of thinking
- Gets people speaking their true feelings instead of not speaking at all
- Explore relationships and connections between people and their worlds in new and enlightening ways
- Observe both internal and external dynamics
- Explore and test various scenarios and quickly gain an awareness of a variety of possibilities

Traditional Meetings



Traditional ways of working together do not always offer an opportunity or medium for each person to express insight.

What happens during LSP?

- See things differently
 - Ideas come to life with more detail
 - Generate wider and more imaginative range of possibilities
- People at play are:
 - More present
 - More engaged
 - More passionate



Making connections, making sense, and seeing possibilities happens best when in a group and when linked to emotions.

LEGO Serious Play Process

- Four step process
- Pose the Question
- Build and give Meaning
- Tell and Share the Story
- Questions and Reflections



Outcomes of the Process

- Obtain results with both immediate and lasting impact
- Increase team spirit
- Avoid team frustrations
- Use time efficiently
- Get full commitment to the implementation of decisions
- Participants will:
 - Communicate more effectively
 - Engage their imaginations more readily
 - Approach their work with increased confidence, commitment and insight.

This allows for taking dialogues to deeper levels as well as short-cutting to the real issues and new knowledge - all with better business sense.



Survey Says

- Work in teams?
- Have leadership roles?
- Faced a difficult situation or team member?
- Played with Lego?
- Heard of Lego SeriousPlay?

What is a Team?

- Dictionary definition:
 - *a number of persons forming one of the sides in a game or contest: a football team*
 - *a number of persons associated in some joint action: a team of advisers*
- Group of people or animals linked in a common purpose
- Appropriate for conducting tasks that are high in complexity and have many interdependent subtasks
- A group in itself does not necessarily constitute a team
 - Team members typically have complementary skills and generate synergy through coordinated effort

Team Size

- Team size affect processes and outcomes
 - Optimal size of teams is debatable and will vary depending on the task
 - One study of problem-solving in groups showed an optimal size of four
 - Other works estimate the optimal size between 5-12 members
 - Less than 5 members results in decreased perspectives and diminished creativity.
 - Membership in excess of 12 results in increased conflict and greater potential of sub-groups formation
- Some suggestion that the larger the group, the better
 - Able to address concerns of the whole system
 - May not be effective at solving a given task

Composition

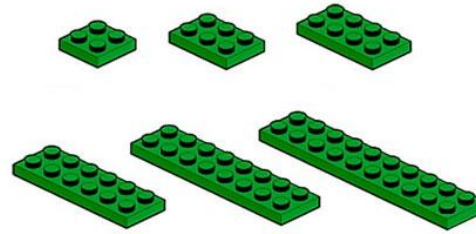
- All teams will have an element of homogeneity and heterogeneity
 - Homogeneous leads to cohesion
 - Heterogeneous groups have greater differences in perspective
 - Increases potential for creativity
 - But, also a greater potential for conflict
- Team members normally have different roles
 - e.g. team leader and agents
 - Large teams can divide into sub-teams according to need
- Many teams go through a life-cycle of stages
- Forming, storming, norming, performing and adjourning



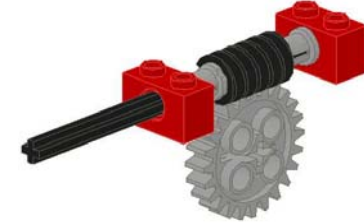
Bricktionary



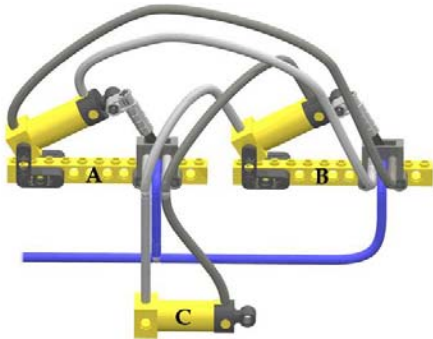
Bricks



Plates



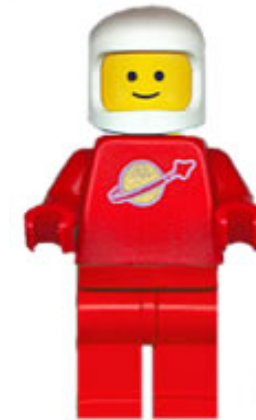
Gears



**Axles and
Connectors**



**Wheels, tires and
bearings**



Minifigs

Skills Building

- Goal
 - Make the tallest structure you can with your bricks
- Rules
 - Use only 20 elements from the selection in front of you
 - You may observe how others use parts and consider borrowing ideas that lead to advantage
 - Rebuild your structure at any time, take advantage of advances in technology
 - You have 10 minutes

The Ideal Employee

- Goal
 - Make up a story about the ideal employee
- Rules
 - Work individually
 - Create a detailed model to help you explain the traits and abilities of this person
 - You have about 10 minutes to build your model

Your Leadership Identity

- Goal
 - Build an individual model that reflects what you offer as the leader of a team
- Rules
 - Work individually (this is about you)
 - Your model must reflect right now – the relevant parts of your core identity that you bring to your team today
 - You have 12 minutes to build your model

Wrap Up

- Thank you for allowing us to spend time with you
- Demonstrate the applications of LEGO SERIOUS PLAY

“You can discover more about a person in an hour of play than in a year of conversation.”

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