



SERIOUSPLAY™

MASTER SERIOUS COMMUNICATION

WITH IMAGINATION

THINK WITH YOUR HANDS.
LISTEN WITH YOUR EYES.



Nikki Langman
BE BADASS EVERY DAY

DID YOU KNOW?

NASA consulted with LEGO® SERIOUS PLAY™ architects in 2003, following the Columbia Space Shuttle disaster, to lead a team-building session for the NASA Engineering Safety Center - a team of 40 hand-picked scientists responsible for ensuring safety in NASA programs.





WHAT IS LEGO® SERIOUS PLAY™?

LEGO® SERIOUS PLAY™ is a concept that emerged out of the research of academics and researchers searching for more effective ways to innovate and approach the demands of the business world.

The research and development of LEGO® SERIOUS PLAY™ is supported by a global community of certified consultants and scientists – all continuing the quest for the integration of work and play needed to develop unique and engaging strategies in today's fast-paced, multi-dimensional business environments.



WHY USE LEGO® SERIOUS PLAY™?

- Creative imagination allows us to see what isn't there and evokes new possibilities.
- Create an engaging process where all voices are equally heard and ensure 100% participation.
- Serve as a catalyst for discussion.
- Team building and deepening relationships.
- Work out the best solution to a shared problem.
- Create a shared mindset about something.
- Understand each other's points of view on a deeper level.
- Find better ways to do things.



WHEN IS LEGO® SERIOUS PLAY™ AN EFFECTIVE APPROACH FOR YOUR TEAM?

- When your team's culture is suffering and disengaged.
- When you want to diffuse strong emotions and resolve conflict.
- When verbal communication methods have been ineffective (e.g., language barriers or emotional vocabulary challenges).
- When you want everyone to contribute their insights and feel valued.
- When you want leaders to think more systemically about issues instead of remaining in silos.
- When you need to rely on your leaders to guide others through change.

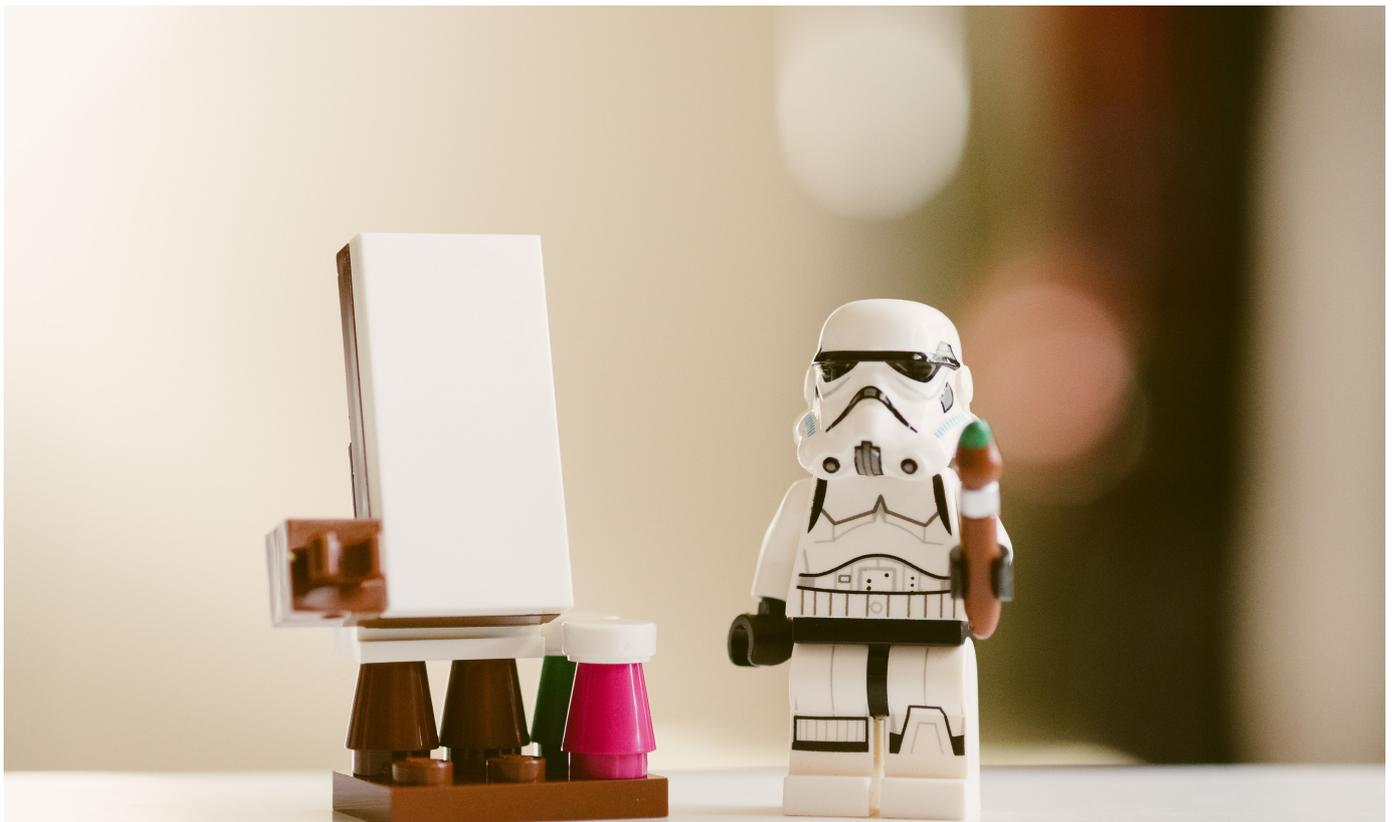


HOW DO LEGO® SERIOUS PLAY™ WORKSHOPS WORK?

Participants build 3-dimensional models using LEGO® bricks in response to guided questions.

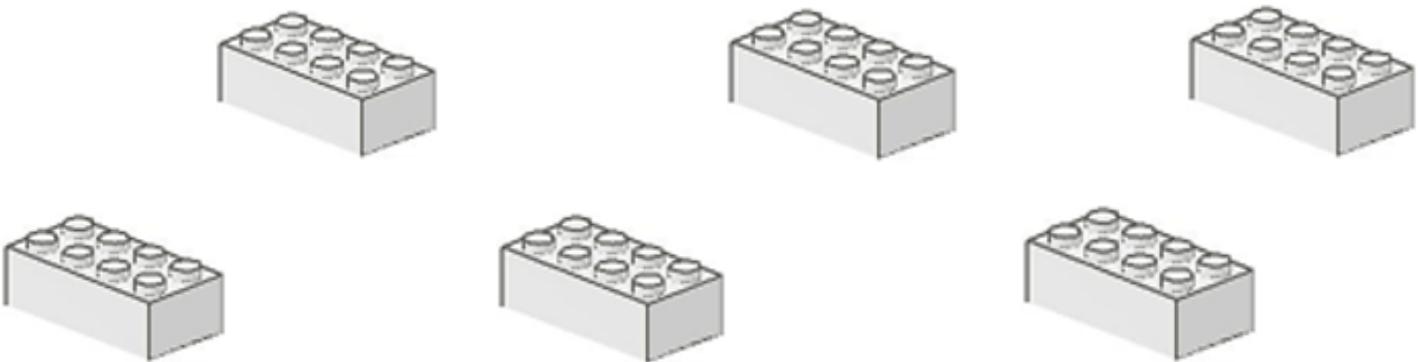
Once a model is built, participants give it meaning and create stories around the model.

The process uses the power of story-telling to encourage rich and memorable communication, allowing team members to share their experiences and ideas in a productive and psychologically safe way.



QUIZ

HOW MANY DIFFERENT WAYS CAN YOU COMBINE SIX LEGO® BRICKS (TWO BY FOUR STUD) OF THE SAME COLOUR?



ANSWER

915,103,765!



"We are not limited by possibilities,
we are limited by our imagination."

Vikki Langman
BE BADASS EVERY DAY



THE POWER OF A STORY

“Stories are the way to capture the hopes, dreams and visions of a culture.

They are true as much as data is true.

The truth of the powerful and irresistible story illustrates in a way data can't begin to capture.

It's the stories that make you understand.”

– Carl Sessions Stepp

DATA



SORTED



ARRANGED



PRESENTED VISUALLY



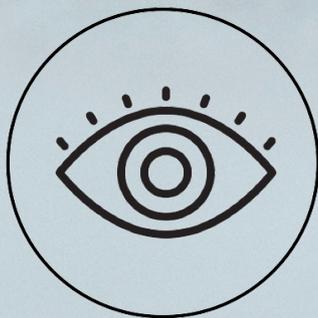
EXPLAINED WITH A STORY





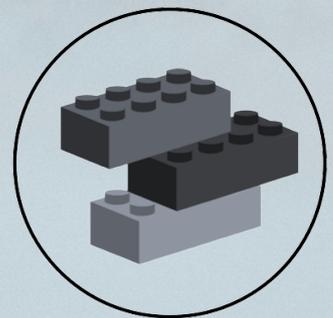
Think with your hands

Just start building. Trust your hands. Let them pick the bricks they want.



Listen with your eyes

Look at the models shared. Use your visual sense to understand beyond what you see and hear.



Share Stories with metaphors

Use metaphors to express your ideas. Not about the bricks, but the metaphors and the meaning you give them.