



# LEGO® Serious Play®

**The LEGO® SERIOUS PLAY® method is a tool for strategy development, innovation, team building and much more. For example, you can use the method to explore organisational challenges, change processes, strategy development or team building.**

LEGO® SERIOUS PLAY® was developed by LEGO® in association with leading researchers in the fields of strategy, management and organisation. The method integrates knowledge about play and how and why we play, learn and develop. It also helps us to understand how organisations develop and implement strategies, and what motivates participants and liberates creative potential.

## **Why does it work?**

This method is a process tool which promotes 100% involvement, dynamics and energy in the process, through play and dialogue. The LEGO® bricks serve as a metaphor for the things we want to express, creating a common language and foundation. The LEGO® bricks provide a framework for storytelling and storymaking, where we share and construct new knowledge together. With LEGO® SERIOUS PLAY® it is easy to get everyone involved in the process, and it appeals to all – regardless of their position in the organisation.

In cooperation with the IntHRface consultancy firm, LEGOLAND® Hotel & Conference can offer to facilitate innovative workshops for your organisation based on the LEGO® SERIOUS PLAY® method, or train you in using the method yourself. IntHRface has global experience using the LEGO® SERIOUS PLAY® method in over 500 workshops targeting organisation and team development and strategy. IntHRface has also trained around 100 facilitators in the use of the LEGO® SERIOUS PLAY® method.

## Want to master the method?

In association with IntHRface, LEGOLAND® Hotel & Conference offers you the chance to become a trained LEGO® SERIOUS PLAY® facilitator. This is an engaging and effective business development tool aimed at a company's HR personnel, business developers, managers, future managers – and talents.

**Contact: [Sales@LEGOLAND.dk](mailto:Sales@LEGOLAND.dk) or see more at [LEGOLANDConference.dk](http://LEGOLANDConference.dk)**

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# LEGO® Serious Play®

The LEGO® SERIOUS PLAY® method integrates knowledge about play and how and why we play, learn and develop. It also helps us to understand how organisations develop and implement strategies, and what motivates participants and liberates creative, strategic and communicative potential. This is expressed in three different workshop formats.

\*The Challenge workshop can be used for themes such as:

- Innovation
- Communication
- Collaboration
- Culture
- Management
- Development
- Project management

\*\*Real Time business can be tailored to several areas:

- Personal development
- Employee and team development
- Leadership development
- Strategy development
- Challenges and conflict management
- Project start-up and optimisation
- Process optimisation
- Business Innovation
- Customer focus, product development and processes

## The Basics

This workshop focuses on social team building, where participants meet and discover new sides of themselves and others. Basic introduces and shows how creativity, ideas and shared knowledge can be unleashed and applied. A common understanding and insight is quickly established, using LEGO® models, metaphors and storytelling.

### What you gain

A fun, shared experience for all participants. The opportunity to talk about successes and challenges. The release of creativity, new ideas and knowledge.

### Details:

**Duration:** about 1.5 – 2.5 hours  
**Participants:** 4 – 100

Price per person  
(Min. price DKK 7,500)

**850,-**

## The Challenge\*

These workshops focus on a selected challenge in your daily life, now or in the future. You will work on creating pictures of the various perceptions of your challenges and how you are currently handling them – in order to ultimately create common solutions to your challenges using LEGO® models, metaphors, storytelling and imagination. You can choose your own challenge, or one of our suggestions.

### What you gain

The opportunity to work with some genuine challenges. The identification of new opportunities, solutions and future actions in relation to selected themes. Common tools and languages for better handling complexity.

### Details:

**Duration:** about 3 – 4 hours  
**Participants:** 4 – 100

Price per person  
(Min. price DKK 10,000)

**1.250,-**

## Real Time Business\*\*

These workshops work with many different aspects of business and organisational development in a playful, challenging and creative way. We establish joint knowledge through LEGO® models, gather this into complex and easy-to-grasp LEGO® landscapes, test this knowledge, and find common innovative solutions and plans. We can tailor a workshop to your precise needs, or you can be inspired by one of our proven processes. The method is a surprisingly entertaining way to develop strategies.

### What you gain

Better grasp of and shared knowledge about business and/or organisational areas. Understanding of complexity – causes and effects (scenarios). Better equipped to handle unexpected challenges in the future. Innovative and creative solutions and plans. Exciting tasks and shared experiences.

### Details:

**Duration:** 4 hours – 3 days  
**Participants:** 4–100

Price per person  
(Min. price DKK 12,500)

**1.565,-**