

# LEGO® SERIOUS PLAY®



## Foundation

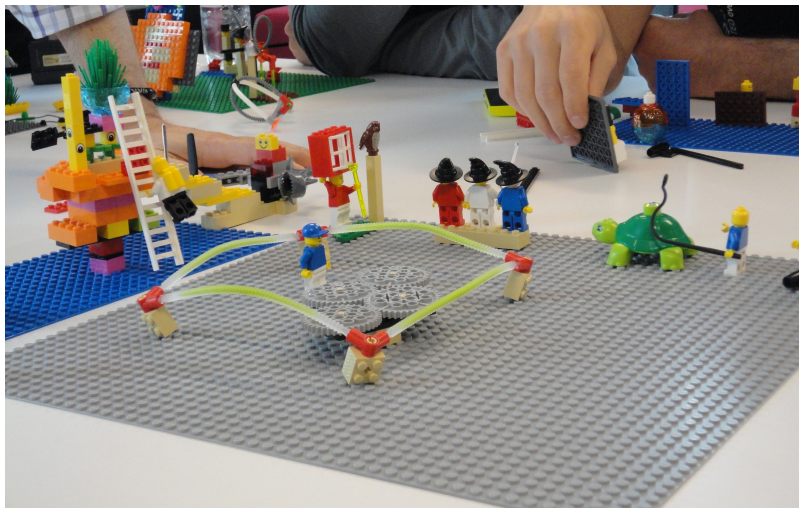
The LEGO® SERIOUS PLAY® method is based on the belief that there is a vast untapped potential in people in all types of organizations and those people have the imagination to resolve most serious issues.

## Key benefits

- Deeper and broader in less time
- Faster and better decisions
- More effective meetings for everyone

## Key applications

- Strategy development and execution
- Mergers and re-organizations
- Development of business culture and implementation
- Team and leadership development
- Collaborative innovation
- Implementation of processes
- Knowledge transfer



## What is it?

The LEGO® SERIOUS PLAY® methods are used in meetings or workshops to facilitate thinking, communication and problem-solving. Participants are led through a series of questions, which go deeper and deeper. Each participant builds his or her own three-dimensional LEGO model in response to the facilitator's questions using specially selected LEGO bricks. These 3D models serve as the basis for group discussions, knowledge sharing, problem solving and decision-making.

The purpose of LEGO SERIOUS PLAY is to maximize the full potential, insight, confidence and commitment of all people around the table.

## From backward leaning to forward leaning meetings

With LEGO SERIOUS PLAY, the results are "lean forward meetings". This means more participation, more insights, more knowledge, more engagement and, ultimately, more commitment and faster implementation.

## Avoiding 20/80

In backward leaning meetings, 20% of the participants contribute to 80% of the meeting.

While with LEGO SERIOUS



PLAY, all participants lean forward and 100% contribute to 100% of the meeting.



## When is it a good idea to use LEGO® SERIOUS PLAY® materials and method?

### Purpose

It is a good idea to use LSP if it is important:

- ◆ That everyone is able to contribute his or her knowledge and opinions on an even level playing field.
- ◆ That the meeting includes honest dialog and collaborative communication.
- ◆ That no one dominates at the expense of others, for example by pursuing a personal agenda.

### Subject

It is a good idea to use LSP when:

- ◆ The subject is complex and multifaceted, and there are no clear answers.
- ◆ There is a need to grasp the big picture, see connections and explore various options and potential solutions.
- ◆ The participants are diverse in age, professional background or training (e.g. engineer or marketing), or organizational status.

### Results

It is a good idea to use LSP if it is important:

- ◆ To make decisions that everyone commits to and honors after the meeting, even though he/she does not agree 100% with everything.
- ◆ To make sure there are no excuses or lack of initiative after the meeting because participants feel they were not heard nor involved in the decision.
- ◆ To give all participants a common understanding and frame of reference that will impact their work together after the meeting.

## Did you know

"All brainstorming studies since the 1950s show that groups which brainstorm together produce far fewer ideas than when the same number of people work alone and then pool their ideas – and the bigger the group the greater the difference."

"Researchers from the University of Pittsburgh and Carnegie Mellon have found that when people mentally prepare for a task and play with the available decision options, they activate the part of the brain which makes non-routine decisions. If you have played with ideas regarding what you will do if a given situation arises, your decision making will be better and faster than if you have not played through the various scenarios and options in advance."

"Since the 1970s, researchers have known that people vastly prefer to use visual and spatial approaches to solving problems. When we use this way of thinking, we are more creative than when we use words and concepts. When we can play with combining visual images and physical objects, we find it easier and are faster at coming up with ideas which are surprising and different and have unexpected qualities."

"In 2007, Canon in Europe carried out a study in 18 European countries to identify elements which can trigger anger and stress among office employees in European companies. There are naturally a number of things which can be a source of intense office frustration, but long futile meetings topped the scales in all countries."

## Why is LEGO® SERIOUS PLAY® effective?

1. In LEGO SERIOUS PLAY, the LEGO bricks serve as a common language that anyone can use, regardless of their education, position or culture. This insures that everybody's knowledge and insights surface during workshops.
2. The starting focus in LEGO SERIOUS PLAY is on each individual and not the group. This means that the structure of the process requires every one to be actively involved in the decision process, which increases the probability that all parties will honor the decisions and agreements after the meeting.
3. LEGO SERIOUS PLAY produces more concrete ideas and results, because everyone has time to build her or his answers and input before conversation and knowledge sharing begin.
4. LEGO SERIOUS PLAY ensures faster and better communication and understanding because it uses 3D visualization, metaphors and stories. This also leads to fewer misunderstandings.
5. Meetings facilitated by LEGO SERIOUS PLAY stay on topic because the focus is on the bricks – not on the person. This also allows the discussion to become very intense without creating personal conflicts.



## Expertise

- Group Facilitation using LSP (strategy development; team development; personal development)
- Benchmarking studies
- Strategic planning and positioning
- Pertinence and feasibility studies for creation of funds
- Sector mapping
- Business plan strategy, development and evaluation
- Competitive intelligence, market analysis or studies
- Product, marketing, business development and finance strategies
- Investment strategies

## Some clients

- Industry Canada
- The Montreal Group
- Business Development Bank of Canada (BDC)
- QG100
- Montreal InVivo
- Teralys Capital
- Ministère du développement économique, de l'Innovation et de l'Exportation (MDEIE)
- Private and public institutionals
- CVCA
- Réseau Capital
- World Trade Center Montreal
- Caisse de dépôt et placement du Québec
- edCetra Training
- Nala Networks (pre-startup)
- Many others

## About

GYConsulting is a hands-on strategy consulting firm, specialized in using the LEGO® SERIOUS PLAY® methodology to bridge and harvest organization's collective intelligence during the process of strategy development, team building and creative thinking in order to improve decision-making, effectiveness and efficiency.

GYConsulting was founded and is operated by Gabriel Youssef, Senior Consultant and a Certified facilitator of LEGO® SERIOUS PLAY® method and materials.



## Contact

