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# LEGO® SERIOUS PLAY

STRATEGIC BUSINESS WORKSHOPS

Engage your employees and teams in interactive workshops using LEGO® bricks for teambuilding, strategy, marketing and communication plans, and more!





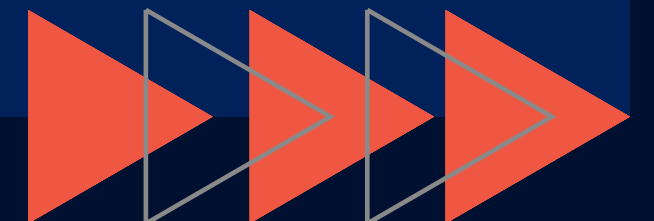
## What is the LEGO® Serious Play method?

LSP is a proven methodology developed to bring the creativity, the exuberance and the inspiration of play to the serious concerns of the business world. It is an ongoing collaboration of scientists, researchers, business consultants and managers dedicated to improving business performance.

## We play with LEGO® bricks!

Using the classic bricks, the methodology focuses on constructivism, play, imagination and identity.

**The builds in every workshop are essentially 3D prints of our thoughts and ideas.**



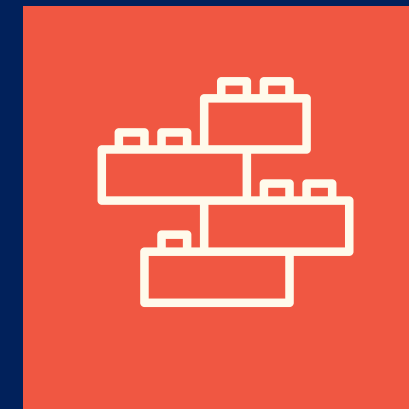
# How does it work?

Each workshop is designed to meet the specific objective(s) of the company or organization. We start with an initial call or meeting to define the overarching objective. The workshop itself is guided by a certified facilitator.



## Identify Clear Objectives

What are the outcomes we want from this workshop?



## Design Build Questions

There are specific questions for which participants build outcomes with LEGO® bricks



## Create Reflection Questions

All participants share their builds and reflect on the objective



## Test and Analyze the Logic

Use the builds to align everyone on objective and next steps. Final Report provided.

# What are the demonstrated benefits of LEGO® Serious Play?



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## Social Bonding

Improved team building, cohesion, security, cultural expression. Everyone participates, everyone shares.



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## Clarifying abstract concepts and complex issues

Using metaphors and storytelling



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## Concrete Thinking

Rationalizing strategy using concrete objects. Ideal for innovation and design thinking objectives.

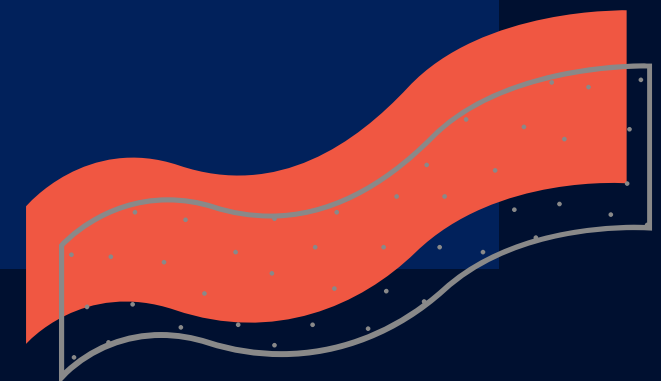
# Market-Driven LEGO® Serious Play



## How to use LSP for marketing strategy

The market-driven approach uses LEGO® bricks to drive strategy by:

- Performing situational analysis (SWOT)
- Developing Product Development ideas
- Creating Customer Value strategy
- Brainstorming target markets and Buyer Personas
- Understanding market positioning
- Envisioning Customer Journey from Awareness to Post-Sale and Advocacy
- Defining Brand Personality and Voice
- Ensuring Team Alignment



# Workshop Package Examples

While each workshop is customized for each organization, the following are examples of how workshops are typically structured. The number of participants, duration and expected deliverables are a factor in the pricing.

## HOURLY WORKSHOP

**€250 - €500**

Typically for 1-to1 or small group of management training

### What's included?

- ✓ Initial consultation for objective setting
- ✓ Up to 3 hours and max participants
- ✓ Final Report

## HALF TO FULL DAY

**€1.500-1.800**

Typically for teambuilding and defining a professional group objective like developing a new market offering

### What's included?

- ✓ Initial consultation for objective setting
- ✓ Up to 1 work day and max 12 participants
- ✓ Final Report

## MULTIPLE DAY

**€2.500+**

Typically for larger groups for teambuilding and strategy development

### What's included?

- ✓ Initial consultation for objective setting
- ✓ 1+ days and usually 8+ participants
- ✓ Final Report

# Deliverables & Expectations

Here is what you can expect for planning your workshop!



## LEGO® Bricks

The facilitator supplies and lends the bricks for the workshop. If the organization wishes to keep the bricks, they can also be purchased. In this case, the price will be factored into the cost of the workshop.



## Final Report

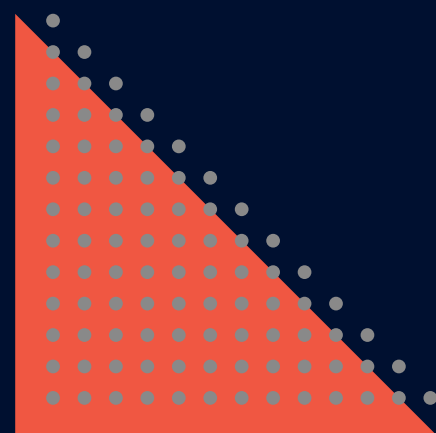
Within one week after the workshop, the facilitator will provide a report with considerations from the workshop and concrete actions the organization can take to reach its objectives. The report also includes photos from the workshop!



## Logistics

LEGO® Serious Play can be designed for on-site or remote (online) workshops. This can be decided in the initial consultation.

Languages available:  
English, Italian



# Case Study

Half day workshop designed for a digital marketing agency with 8 participants. Along with a partner in the company, we defined an objective that focused on teambuilding and company growth since many team members were young and/or new to the company.

"This new LEGO methodology is really interesting. The entire team was enthusiastic about the workshop and found it engaging and extremely educational."

**Chiara Marchi, Sales & Marketing Manager, Partner**



## OBJECTIVE

TO CREATE A COHESIVE TEAM IN ORDER TO FOSTER FUTURE GROWTH STARTING WITH THE BIG PICTURE.

## BUILDS

TECHNICAL AND STORYTELLING SKILLS

INDIVIDUAL IDENTITY TO BUILD TRUST

IDENTITY AS SEEN BY OUR COLLEAGUES

IDEAL CLIENT IN 12 MONTHS TIME

THE SHARED JOURNEY TO ARRIVE AT A PORTFOLIO OF IDEAL CLIENTS

## TAKEAWAYS

TEAM TRUST

PHOTOS AS MEMORIES

REPORT WITH STRATEGIC INSIGHT ON HOW TO ACHIEVE GROWTH

OBJECTIVES





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# Ready to play?

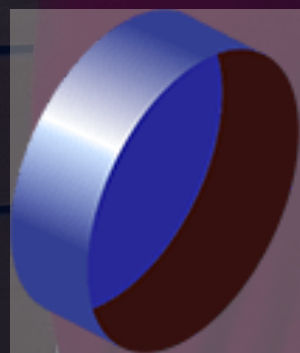
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