



OBJECTIVE

Solve your business challenge with LEGO SERIOUS PLAY

KEY CONTENT

Definition & Purpose

LEGO® SERIOUS PLAY® is a facilitated workshop method that uses LEGO bricks as a medium for creative thinking, problem-solving, and team communication.

How It Works

Participants build models that represent their ideas, challenges, or visions. These models become tools for storytelling, reflection, and group discussion.

Why It's Powerful

- Encourages deep thinking and engagement
- Helps uncover hidden insights
- Promotes equal participation
- Enhances clarity and alignment within teams



4 STEP CORE PROCESS

leads to collective solutions



The business challenge is broken down into multiple questions, 1 addressed each round

There are no wrong answers to these questions, just different perspectives



Participants individually build LEGO models representing their reflections of solutions to the question

100% participation and 100% contribution



Moderated by the facilitator, participants share the meaning and story behind the built model answer

The intangible becomes clear & visible, creating shared understanding



Together, participants reflect on the insights gained from the individual models and stories, eventually building a collective solution

New knowledge, engagement and commitment as outcome



INQUIRE NOW

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BRICK SPARKS

FRESH INSIGHTS - SERIOUS BREAKTHROUGHS

&

PRO TEAM ASIA