

LEGO® SERIOUS PLAY®

Using Bricks & Brains to Unlock Your Creative Genius

A workshop using LEGO® SERIOUS PLAY® methods is an expert-guided experiential process that drives engagement, innovation and ultimately business performance.

From the outside, a LEGO® SERIOUS PLAY® workshop may just look like playing with LEGO® bricks, but the structured process elicits deep thinking, powerful story telling, authentic collaboration and problem solving. LEGO® SERIOUS PLAY® methods ensure equal participation from participants, builds consensus and team understanding, and creates a safe and productive environment for idea generation.

The LEGO® SERIOUS PLAY® methods draw on extensive research led by Johan Roos and Bart Victor that looked at applications of the method in business, organizational development, psychology and education. In essence, this method works because deep learning and collaboration can more easily be provoked when people build ideas with their hands rather than just talk about them.

Potential Applications:

- Exploring the attributes of Change Leadership
- Increasing employee engagement
- Building a shared vision
- Storyboarding a user experience

To design a workshop using LEGO® SERIOUS PLAY® methods that fits with your organization's needs, contact Bench Solutions.

