

LEGO® SERIOUS PLAY®

PLAY TO GROW TOGETHER

Anytime you need to change the normal business dynamic and have a more powerful conversation, LEGO® Serious Play® can help.

Get your team thinking more creatively, communicating more effectively and delivering more innovative results.

Think with your hands, unleash your hidden potential!

www.pielaszek.ch

BUSINESS & BRICKS

Anytime you need to change the normal business dynamic and have a more powerful conversation, LEGO® Serious Play® can help.

Over the last decade the method has been used for a diverse range of topics including:

- Strategic planning
- Change Management
- Team Development
- Diversity & Inclusion
- Customer Experience
- Innovation
- Business Modelling
- ...and much more

LEGO® Serious Play® works because it is based on sound scientific principles.

There is a lot of great science underpinning the use of LEGO in engaging people, changing the conversation and solving complex problems. The way building something with your hands unlocks knowledge you didn't know you had. The joy and productivity of getting into a flow experience. The safety in talking about issues through a model rather than the usual business/power dynamic.

Like a seasoned white water crew, executive, management, project teams must operate in a dynamic environment, where objectives and tasks suddenly change dramatically - and repeatedly. The teams must be alert and flexible, share ideas transparently, be self-motivating and comprise individuals who mesh together.

Do you want to build, revitalize and maintain the kind of teams that will perform effectively without needing well-defined processes, instructions and rules to guide them?

The LEGO® Serious Play® methodology supports teams un-stick old habits, resolve disagreements, clarify roles and integrate diverse cultures.

For any team, things can look and feel complex at ground level. Let's move your team toward a clear understanding of how it must operate in the future to perform optimally thereafter. As a result of the workshop the team will both have accomplished their acute task objectives and have a strategy for staying on track, so they don't lose sight of the larger picture or take a wrong turn.



SERIOUS PLAY CASE STUDY I

TEAM STRATEGY DEVELOPMENT

A LEGO® Serious Play® workshop for 8 people provided in person (English) with 1 facilitator.

The client was a Swiss company which had already been working on its strategy.

Thus, the goal of the workshop was to use LEGO® Serious Play® to create a half-day activity with 3 main goals:

- Reflect on the outcome and spot the hidden potential in the team
- Find out how to work together more goal-oriented with the given resources
- The activity should be goal-driven but fun

During the workshop each participant has been invited to build an answer/solution to a question with LEGO® bricks from the exploration set. Each participant has been asked to put his/her contribution in the spotlight. This comes from one of the principles of LEGO® Serious Play®, namely that every stakeholder can contribute to the solution.

The result was absolutely amazing, was something very natural for them. The team was building together individual models and sharing them with the rest of the team.

After noting down the outcome on post-it, every participant had to share his/her priorities base on a **Blue Ocean Canvas** (start/stop, do less/do more).

Although the team was very well aligned in terms of the company's strategy, they had a wear and tear on resources.

A follow-up with **OKR Methodology** (Objectives & Key Results) has been initiated in order to develop a successful agile goal and strategy execution system.



SERIOUS PLAY CASE STUDY II

STRATEGY ALIGNMENT

A LEGO® Serious Play® workshop for 300 people provided in person (German + French) with 11 facilitators.

The client was a large Swiss company which had already been working on its values and goals for 2025. Thus, the goal of the workshop was to use LEGO® Serious Play® to create a half-day activity with 3 main goals:

- Share your expectations of an ideal communication within the organisation
- Reflect and settle the new values of the company
- Define how you want to collaborate in the future

During the workshop each participant has been invited to build an answer/solution to a question with LEGO® bricks from the exploration set. Each participant has been asked to put his/her contribution in the spotlight. This comes from one of the principles of LEGO® Serious Play®, namely that every stakeholder can contribute to the solution.

The result was absolutely amazing, was something very natural for them although they were from three language regions of Switzerland incl. Seniors and trainees. All the teams were building together individual models and sharing them with the rest of the team.

After noting down the outcome on post-its, every team agreed on one representative to join the harvesting and reflection session in a smaller group.

The representatives were asked to share the conclusions and an action plan with all the audience. There was a large number of insights for the management they would usually never hear and find out.

The teams are still exploring their potential with the LEGO® Serious Play® experimentation bags and further improving their internal communication and collaboration.



SERIOUS PLAY CASE STUDY III

INNOVATION & TEAM DEVELOPMENT

A LEGO® Serious Play® workshop for 28 people provided online + in person (English) with 2 facilitators.

The clients were three Swiss Universities leading a joint innovation initiative. The participants didn't know each other in advance. Thus, the goal of the workshop was to use LEGO® Serious Play® to create a half-day activity with 3 main goals:

- Getting to know each other and developing a common sense and the feeling of teamwork during the activity
- Co-creating a team alignment and a common understanding of the problem you want to solve together
- Define how you want to collaborate and innovate with impact supporting the SDGS

Due to Corona restrictions, the facilitators were conducting the workshop from the auditorium remotely to the workshop rooms of the six teams. One facilitator moved from one room to another to take the pulse of the evolving team dynamic.

During the workshop each participant has been invited to build a possible solution to a social or environmental problem with LEGO® bricks from the exploration set. Each participant has been asked to put his/her contribution to support one of the SDGS in the spotlight.

The outcome of the half-day session was absolutely amazing, was something very natural for the students although they didn't know each other before - coming from different Universities with totally different backgrounds. All the newly developed teams were building together individual models and sharing them with the rest of the group using the **Team Alignment Canvas** for harvesting and reflection. This has enabled them to implement the innovation process of the **Design Sprint** faster and more participatory within the set five days.

And last but not least, friendships were made for new projects because they simply enjoyed working together!



10 BENEFITS FROM LEGO® SERIOUS PLAY®

1. 100% PARTICIPATION GUARANTEED – The highly structured LSP process design guarantees that every person in the workshop participates equally.

2. GIVES PEOPLE CONFIDENCE – Because participants have time to think during the building process, create a model for reference, and get a specific time to speak and share their insights.

3. FRESH PERSPECTIVE GUARANTEED – The number of options and solutions generated and the fact that each model is an original expression (instead of building on an idea that has already been voiced) guarantees that fresh perspective emerge.

4. GETS TO CORE BELIEFS AND VALUES – You learn everyone's REAL challenges and fears, explore areas of disagreement, get to hopes and dreams and avoid the sanitized, politically correct answers.

5. AUTHENTIC EXPRESSION (NO LIES) – It is difficult to misrepresent or inflate your reality when using LSP models to express ideas.

6. CREATES A COMMON LANGUAGE – Professional training and cultural norms inform each person's verbal expression. So therefore words can mean different things to different people. Some words or phrases are only understood by people with similar professional training. The LSP models each person builds creates a common language that can be seen, questioned and understood without challenging the model builder.

7. CLARIFIES COMPLEXITY – The process supports creating a landscape/overview of models which makes connections and relationships among and between components clear, concrete, and easy to understand.

8. GROUP ALIGNMENT GUARANTEED – The highly structured LSP process in combination with skilled facilitation assures that every person's core ideas, values and concerns are incorporated in the final solutions.

9. MEMORABLE RESULTS – It has been said that one picture is worth a thousand words. Three-dimensional LSP models, stored in your memory as pictures of recognizable objects (such as a gear, globe or tiger) trigger access to the workshop's key insights.

10. SAVES TIME – In post workshop surveys and interviews, participants agree that LSP workshops accelerate trust and consensus building at two-to-three times the speed of other traditional methods for group decision-making or strategy development.



LET'S BUILD BETTER BUSINESS TOGETHER!

PATRYCJA PIELASZEK

Patrycja Pielaszek is a certified facilitator LEGO® Serious Play®. Being not only a lateral thinker, but also a forward-thinking innovation leader with profound experience in discovering and unlocking growth opportunities, she keeps trying new, progressive ways, and developing strategies that are often unconventional but always purposeful.

Thanks to these qualities, Patrycja's approach is quite exceptional, as those who want to remain agile in the future must transform their approach in a timely manner.

Format

All workshops can be conducted both on-site or remotely. Depending on the number of participants, two or more co-facilitators will be provided.

Languages

All workshops can be facilitated in English or German.

