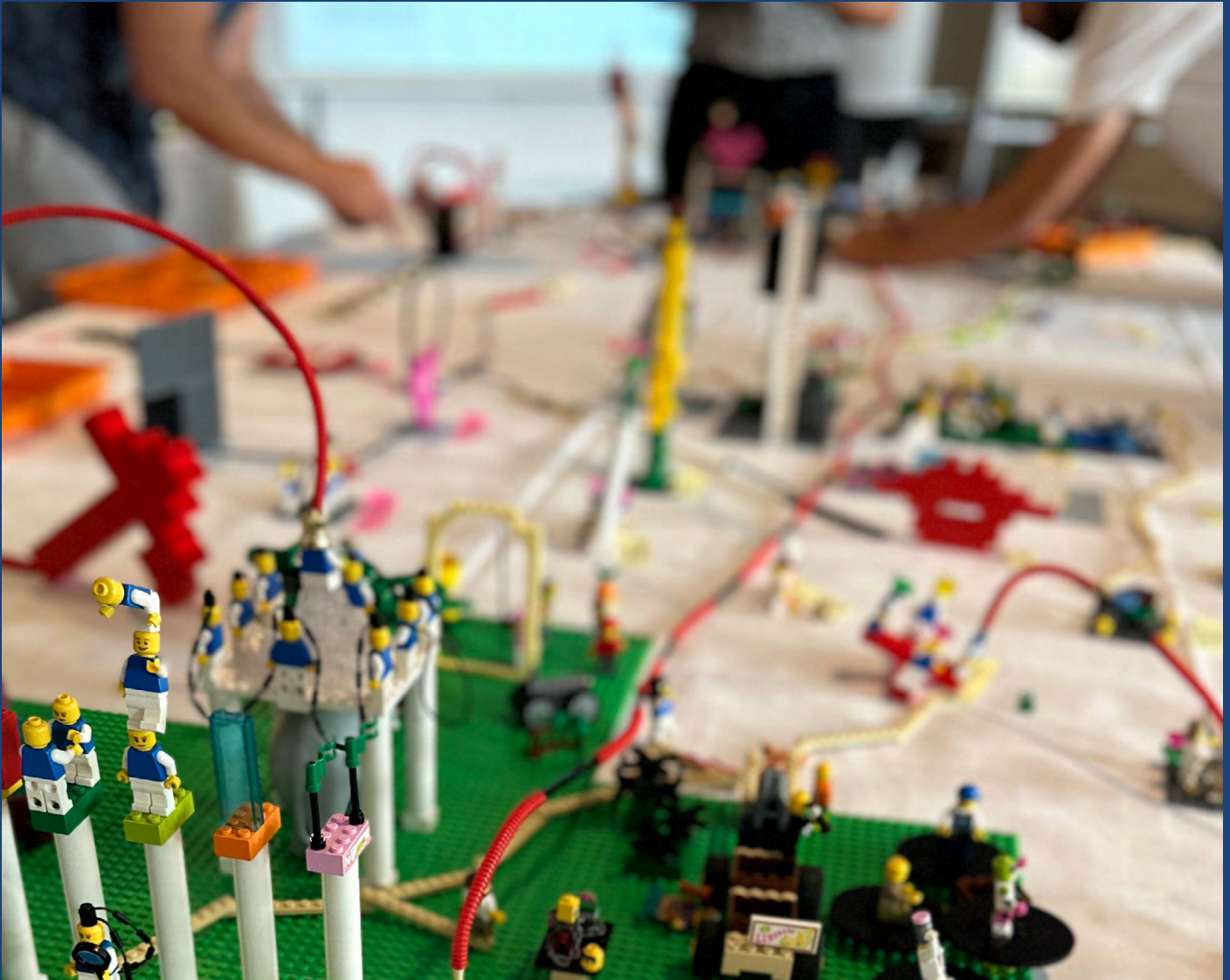


LEGO® Serious Play®
at The Results Consultancy



Reimagining business
challenges through
creativity

LEGO® Serious Play® at The Results Consultancy:

Reimagining business challenges through creativity

At The Results Consultancy, we focus our workshop and programme design on delivering engaging, creative, and impactful outcomes for our clients. We draw on our collective experience to empower attendees, foster collaboration and implement actionable insights.

A recent addition to our suite of services is to offer workshops and leadership programmes using the LEGO® Serious Play® methodology.

What is LEGO® Serious Play® (LSP®)?

It is a scientifically developed and thoroughly tested creative tool for strategy, team, individual and organisational development. This method was developed by the LEGO® organisation in co-operation with leading strategy and development professors from IMD in Switzerland.

In essence, it is a methodology that draws on the imagination, integrates cognitive, social and emotional dimensions of experience and intentionally brings the emergent benefits of play to bear on organisational challenges.

The concept allows teams to explore challenges and situational barriers/opportunities in an inclusive, fun and innovative way, resulting in concrete and actionable outcomes.

How can LEGO® Serious Play® be used?

At The Results Consultancy, we have a long history of working with a wide range of professional services firms as well as other global businesses to deliver training programmes, coaching, e-learning and hands on support to find new business, develop business relationships, build effective teams, win high value work and build client loyalty.

LEGO® Serious Play® is ideal for sessions focused on:

- intra- and inter-team relationship building
- exploring and establishing effective ways of working
- gaining a better understanding of what another team does
- post-merger integration
- identifying 'team life' guiding principles, or clarity of purpose
- creating a new, or exploring an existing, business plan or strategy, and exploring the internal and external factors that might impact success
- bringing vision and clarity to a project, team, challenge or strategy
- change management
- brand strategy development
- development of a new product or service
- unleashing creative thinking

The benefits

The benefits of this methodology are not limited to teams or strategy, however. The concept works just as well for groups of individuals who are not members of the same team making it ideal for training and leadership development programmes, such as:

- exploring a leadership mindset/persona or visioning what being a leader looks like in your organisation
- identifying barriers to personal growth and development
- exploring individual strengths
- personal brand development
- unlocking blind-spots and increasing self-awareness
- identifying additional support requirements needed as individuals transition from one role to another, or for lateral hires as they seek to effectively integrate into the firm
- onboarding new hires/new promotions
- personal energy management
- identifying impacts on personal resilience

In short, it can be a fun and engaging session to integrate into an away day or team offsite.

What other considerations are there when using LSP®?

This methodology is used best for in-person sessions. If virtual, there are limitations to the range of applications, but we can discuss that with you.

There are no limitations on numbers. For groups larger than 40, additional facilitators and/or LEGO® equipment may be required depending on your requirements.

No artistic ability or specific creative skills are needed, nor is experience of building models using LEGO® bricks. The only criteria for participation are:

- trust your hands
- trust the process
- everybody builds
- everybody takes part



Why LSP® rather than more conventional methods?

LSP® ensures all voices are heard in the room as the exercises are designed to include all participants in the same way, irrespective of grade or seniority.

Using metaphors and storytelling – foundations that underpin LSP® – are powerful communication methods to express ideas and to foster a deeper understanding.

Research shows that the creative and reflective process of LSP® – using bricks and building models – prompts the brain to work in a different way and can unlock new perspectives.

Everything discussed comes out of the building process, where the hand and mind engage to give visual, metaphorical shape to meaningful things, emotions, and relationships.

It is a creative and engaging experience for participants. Therefore, they are more likely to remember and reference the insights gained, and actions identified, post workshop.

Emerging evidence supports that LSP® is also particularly helpful for some neurodivergent individuals due to its multi-sensory, multi-dimensional and metacognitive nature.

Our LEGO® Serious Play® Specialist – Samantha Roberts



Find out more

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Samantha is a senior marketing & business development professional with 30 years' experience of working in professional services. She is an accredited and qualified leadership coach and highly experienced facilitator.

She has Enhanced Accreditation status in the LEGO® Serious Play® methodology, having trained in Billund, Denmark – home of the LEGO® corporation.

She is the owner and founder of her own consultancy business and is an Associate of The Results Consultancy, where she delivers coaching and leadership programmes to a range of professional services firms and global organisations.

