

LEGO® SERIOUS PLAY® (LSP)

Innovation Culture Consulting Ltd (ICCL)
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LEGO® SERIOUS PLAY® (LSP)

- The LEGO® SERIOUS PLAY® (LSP) is:
- An innovative process designed to enhance innovation and business performance.
- Hands-on, minds-on learning which produces a deeper, more meaningful understanding of the world and its possibilities.



LSP is Used for

- Used for a broad range of purposes, including:
- Culture change and culture integration for companies functioning from various sites
- Organizational development for management, teams and individuals.
- Innovation and product development
- Change management, Scenario planning and problem solving



Hands Knowledge

- LSP is based on **Hands Knowledge** which is defined as: "*accessing the 3rd dimension of the brain and producing knowledge and ideas from the subconscious mind in the form of visible models*".



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Companies currently use LSP

- LSP is currently used in various companies around the world such as: Daimler Chrysler, Novo Nordisk, Roche Pharmaceutical, Nokia, Orange, Google, Hewlett Packard, Microsoft, Ernst&Young and Coca Cola.



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Justification of LSP Tool Selection:

- LSP identifies core identity and aspirational identity
- Visual representation of values and USPs communicated to new employees
- LSP provides consensus by using visual metaphoric Lego models in various locations understood and adopted by different backgrounds and mindsets



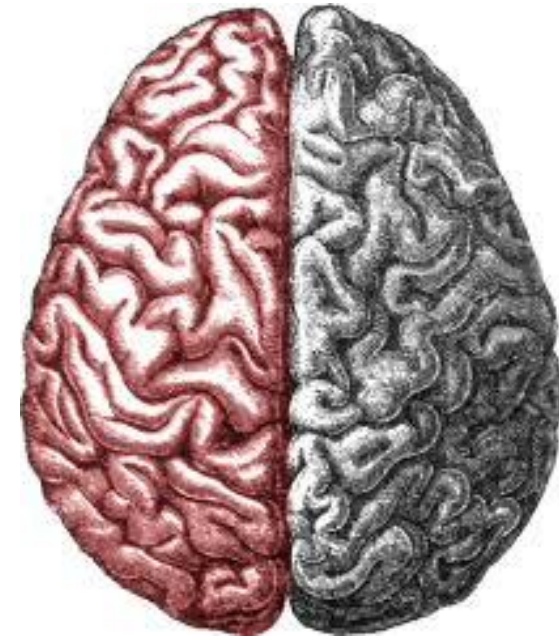
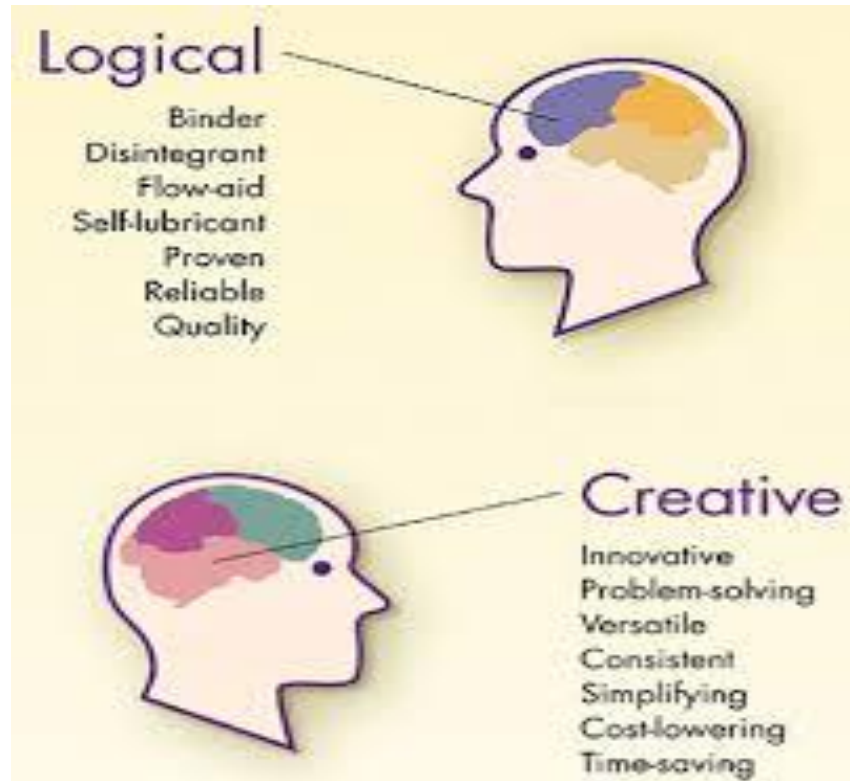
Justification of LSP Tool Selection:

- LSP Creates a shared mindset about the change project
- Understanding each other's points of view on a deeper level
- Having effective and constructive discussions where everybody is heard
- Unleashing creative thinking



Hands Knowledge

Left and right sides of the Brain



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Lego Serious Play



UNDP used LSP Sessions



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Examples of ICCL sessions



Credentials

Dr Abeer Pharaon is an approved facilitator for individuals, teams, and organizations by Per Kristiansen, one of two master trainers around the world who are authorized to provide LSP training, Billund, Denmark.

