



Creative Development of Business Ventures using LEGO® SERIOUS PLAY®

Morning session (9.30-12.30), afternoon session (13.30-16.30)

On 16 or 21 of June 2016

<https://www.ifb2016.com/festival/schedule/258-creative-development-of-business-ventures-using-lego-serious-play>

Event Information Document

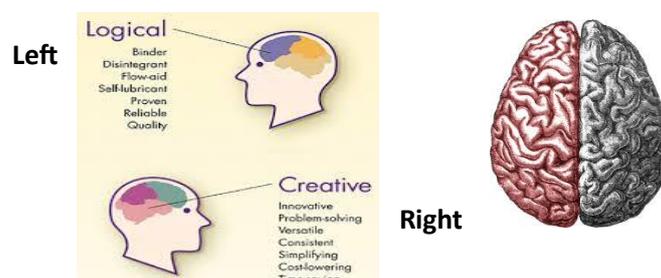
Event purpose

1. To provide highly insightful space for delegates wishing to work together on a potential business venture
2. To produce **shared** core and aspirational views of the business venture based on deep discussion and story telling
3. Facilitate in bridging any potential cultural gaps which might hinder successful application of the business venture

Event unique offering

Conventional business development is normally conducted using brain-storming sessions or meetings at busy times when human brain is functioning dominated by the left side linked with problem solving, logic and decision making. Although this is crucial, the right side of the brain linked with emotions, imagination and creative thinking is not brought into the scene and is often neglected leading to missed opportunities of new ideas and insights.

What LEGO® SERIOUS PLAY® (LSP) provides is the platform and tool to model your business and experience the future now together with your potential business partner. This includes the core identity of the business venture as it looks like now and how you both aspire it to be. You will be challenged to build a shared model of your aspirations which will bring potential conflict and risky grey areas to the surface before actually committing to move forward. Scenarios of the future are also built and potential cultural gaps are highlighted. LSP provides visual experience which encourages commitment and motivation to put it to reality.





What is LEGO® SERIOUS PLAY®

To enhance creative strategic thinking and scenario planning, LEGO extensively developed and tested LEGO® SERIOUS PLAY® (LSP) over the past 15 years to finally release it for corporate use. It was quickly adopted by large companies around the world such as Google, Microsoft, Hewlett Packard, Ernst&Young, Daimler Chrysler, Roche Pharmaceuticals and by all kinds of big and small companies around the world to unlock individuals' potential, introduce real change and enhance capabilities and performance on all levels in the organization.

LSP is an innovative process designed to enhance thoughtful insights and business performance. It is hands-on, minds-on learning which produces a deeper, more meaningful understanding of the world and its possibilities. 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".

As there are only a few accredited LSP facilitators in the UK and worldwide, this event provides a unique opportunity to unlock the potential of working together, shaping future business opportunities and bridging cultural gaps.

What is unique about using LSP method for Business Development?

LSP provides you with highly insightful opportunity to visualize the future NOW. It utilizes the right side of your brain believed to be linked with imagination, creativity and emotions to produce innovative strategies for your business. You will integrate core, external and aspirational identity of the businesses to help you overcome expected challenges with your potential partner enabling you to maximize success. LSP has a proven track record of helping businesses in achieving their strategies and growth plans.



You built it, visualized it and played possible scenarios; it's time to make it a reality and get those deals done.

Benefits

This event is designed to support participants who are in potential work relationship by using the following means:

1. A three dimensional metaphoric representation of the business venture based on highly insightful thinking and subconscious input (hands knowledge).
2. A challenging experience to individually build the business venture and then integrate those individual models into a shared one for three identities of the business venture; core identity (How does it look like now), external identity (How do you think others view the business venture, and aspirational identity (How does it look like in the future).
3. Minimize potential risks and costs associated with potential failures of the business venture by playing various scenarios of the future and their possible challenges.
4. Support provisional intra/inter cultural understanding and mutual appreciation of values which helps in avoiding possible cultural conflicts.

Structure

Delegates wishing to take part can book one table for their business venture. Registration is accepted for two delegates per one table. A third delegate such as a broker/interpreter/partner/note-taker is accepted at a minimal additional cost. Third delegate does not build models. A maximum of six tables per session is available to make best use of LSP method. A morning and an afternoon session are available on the announced event days. Delegates can book one table either in a morning or in an afternoon session. Confidentiality is preserved. Only delegates who wish to tell their stories of the new business venture will be invited to share their story during story telling time. Delegates will use LEGO® SERIOUS PLAY® starter kit for skills development exercises followed by Identity and Landscape Kit. Use of mobile phone is highly discouraged unless the device is set up to flight mode to enable full focus and concentration. Coffee/tea breaks are held before the session.



Content

1. All delegates to receive skills building exercises aimed at connecting hands with the right side of the brain and establishing 'hands knowledge' concept. After establishing this connection, delegates are expected to utilise subconscious information into the form of models.
2. Each delegate to build 'core identity' of the business venture from their point of view and tell their story to their potential partner.
3. Each table is requested to build a shared 'core identity' of the business venture and agree on mutual elements into one shared model (the challenge is not simple and implies breaking barriers between the two delegates). Tell your story either to your table or in loud if you choose so.
4. Each delegate is to build 'external identity' of the business venture (external identity means how do you think 'others' view the business venture).
5. Each table is to build a shared 'external identity' of the business venture and agree on mutual elements into one shared model and tell their story.
6. Each delegate is to build 'aspirational identity' of the business venture and tell their story
7. Each table is to build a shared 'aspirational identity' of the business venture and agree on mutual elements into one shared model (allows vision cohesion and mutual visual acceptance of how the venture looks like in the future).
8. All delegates to build models of challenges and scenarios facing successful development of the business venture. Exploring all potential risks associated with it. What could go wrong and why.
9. All delegates to build suggested solutions to overcome the challenges and agree on the way ahead regarding the business venture.
10. Each table to produce a full commitment of actions to be taken following the landscape build.
11. Story telling for interested tables.
12. Close.

Lego Serious Play Kits:

The LEGO® SERIOUS PLAY® Identity and Landscape Kit which was developed over 10 years is designed for use in conjunction with the Starter Kit. Both kits include large special mix of LEGO® bricks combined with DUPLO elements including animals, extensive selection of special elements such as wheels, tires, windows, trees, mini figure parts, sticks, globes, spiral tubes, ladders, and fences, and large selection of base plates.



Identity and landscape kit



Starter Kit

Previous case studies

Check our website for testimonials and previous projects

<http://www.innovation-culture.com/testimonials>

Sample Gallery





Happy to answer any of your questions, please call or email

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