

# LEGO® Serious Play®

Workshops ♦ Meetings ♦ Facilitation

**Dr. Frankie J. Weinberg, Certified Facilitator**

LEGO® Serious Play® (LSP) is a facilitated meeting, communication, and problem-solving method where participants are led through a series of questions that engage deep-level critical thought. Each participant builds his or her own three-dimension LEGO model in response to the facilitator's questions using specially selected LEGO bricks. These 3D models serve as the basis for group discussion, knowledge sharing, problem-solving, and decision-making.

Drawing on extensive research from the fields of business, organizational development, psychology, and adult learning, LSP is grounded in the idea that there exists vast untapped potential in the people in organizations and that those people have the imagination to resolve most serious and complex issues.

## **Compared with traditional meetings or brain-storming sessions, LSP benefits include:**

Greater participation, insights, knowledge, idea generation, and engagement ♦ Higher commitment to decisions ♦ Better decisions and faster implementation of those decisions ♦ Participants gain increased perceptions of trust and fairness, as well as a common understanding and frame of reference ♦ Organizations benefit from the resulting increased social capital – that is, higher quality relationships both internally and with external partners.

## **When is LEGO® Serious Play® appropriate?**

LSP is appropriate when the goals of a meeting are:

- (a) for everyone to contribute her or his knowledge and opinions on a level playing field,
- (b) to engage honest dialogue between team members and collaborative communication, and
- (c) to establish an egalitarian conversation in which no one participant dominates the meeting at the expense of others.

LSP is ideal for tackling subjects that are complex and multifaceted, and issues to which there may be no clear answers; when there is a need to grasp the big picture, see connections, and explore various options and potential solutions. Further, LSP workshops are ideal for working with diverse groups of people – for instance, when participants differ in age; professional background, training, or functional expertise; or in organizational status.

## **The LEGO® Serious Play® Process:**

**Each LSP workshop is unique – designed specifically to meet unique client goals.**

**Dr. Weinberg works directly with project and organizational leaders to develop a cohesive facilitated workshop that gathers people together to deal with business-related opportunities or challenges. These gatherings are suitable to tackle issues at the individual, team, or organizational level, or a combination of them.**

The process becomes a familiar one, as each phase of LSP facilitation runs through the following four-step procedure:

- (1) **QUESTION:** The facilitator asks a question, and each participant responds by building a metaphorical story
- (2) **BUILD THE ANSWER:** All participants build individually and give meaning to the models that they build
- (3) **TELL & SHARE THE STORY:** Each participant tells the rest of the group the story of their model
- (4) **REFLECT AND LEARN:** Debriefing involves questions, insights, reflections, and identification of patterns

This process helps to develop a high collective intelligence (*c-factor*), which can produce better results than the sum of individual performances – even when compared to individual experts. During traditional brain-storming and problem-solving meetings, on average 20% of participants are responsible for 80% of the discussion. LSP facilitated meetings ensure that each participant is 100% involved in contributing to the collective discussion.

## **Organizations that have benefitted from The LEGO® Serious Play® Facilitation include:**

FedEx ♦ Hilton ♦ Honda ♦ Microsoft ♦ New Balance ♦ Nissan ♦ Pfizer ♦ Unilever ♦ United Nations ♦ Yahoo

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