

# SERIOUS PLAY WORKSHOPS

BY CAB STUDIOS

[seriousplayworkshops.co.uk](http://seriousplayworkshops.co.uk)

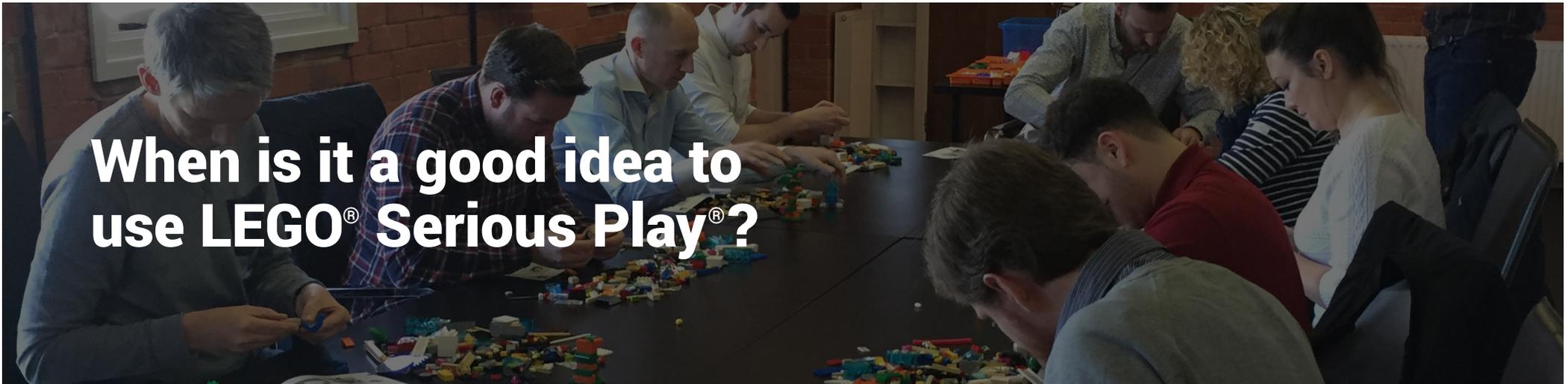
# LEGO® Serious Play®

-  **Deeper and broader in less time**
-  **Faster and better decisions**
-  **More effective meetings for everyone**

LEGO® Serious Play® is a facilitated meeting, communication and problem-solving method, where participants are led through a series of questions, which go deeper and deeper. Each participant builds his or her own three-dimensional 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.

The purpose of LEGO® Serious Play® is to maximise the full potential, insight, confidence and commitment of all the people around the table.





## Purpose

It is a good idea to use LEGO® Serious Play® if it is important:

- ◆ That everyone is able to contribute her or his knowledge and opinions on a level playing field.
- ◆ That the meeting includes honest dialogue and collaborative communication.
- ◆ That no one participant dominates at the expense of others, for example, by pursuing a personal agenda.

## Subject

It is a good idea to use LEGO® Serious Play® when:

- ◆ The subject is complex and multifaceted, and there are no clear answers.
- ◆ There is a need to grasp the big picture, see connections and explore various options and potential solutions.
- ◆ The participants are diverse in age, professional background or training (engineering and marketing, for example), or organisational status.

## Result

It is a good idea to use LEGO® Serious Play® if it is important:

- ◆ To make decisions that everyone commits to and honours after the meeting, even though s/he does not agree 100% with everything.
- ◆ To make sure there are no excuses or lack of initiative after the meeting because participants feel they were not heard nor involved in the decision.
- ◆ To give all participants a common understanding and frame of reference that will impact their work together after the meeting.

With the LEGO SERIOUS PLAY approach the results are "lean forward meetings". This means more participation, more insights, more knowledge, more engagement and, ultimately, more commitment and faster implementation.



The company that created this model believed they had a unique new product invention (symbolised by the panda), but it wasn't selling. The LSP workshop uncovered the root problem: The company was very proud of their invention (the pink house), but afraid of copycats and, thus, TOO protective (the panda is in a cage, fences around, the team acting as guards). They could SEE the customers (in the glass hut) and the customers could SEE them, but the two couldn't communicate. Once understanding the root problem the marketing department played "what-if games" (scenario testing) i.e. What if we remove the guards? What if we remove the fences? By playing out the consequences, the company was able to decide the best way to get the panda outside of the protected environment and into the hands of customers.

# Why is LEGO® Serious Play® effective?

- 1** In LEGO® Serious Play®, the LEGO® bricks serve as a common language that anyone can use, regardless of their education, position or culture. This ensures that everybody's knowledge and insights are surfaced.
- 2** The starting focus in LEGO® Serious Play® is on each individual and not the group. This means that the structure of the process requires every one to be actively involved in the decision process, which increases the probability that all parties will honour the decisions and agreements after the meeting.
- 3** LEGO® Serious Play® produces more concrete ideas and results, because everyone has time to build her or his answers and input before conversation and knowledge sharing begin.
- 4** LEGO® Serious Play® ensures faster and better communication and understanding because it uses 3D visualization, metaphors and stories. This also leads to fewer misunderstandings.
- 5** Meetings facilitated by LEGO® Serious Play® stay on topic because the focus is on the bricks - not on the person. This also allows the discussion to become very intense without creating personal conflicts.

# Bespoke Workshops

## Adventurer Workshop

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For teams who need to create powerful visions

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**½ to 1 day**

## Inventor Workshop

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For teams who need innovative new solutions

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**1 day**

## Explorer Workshop

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For teams who need to plan in complex environments.

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**1 day**

## Navigator Workshop

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For teams who need to create and deliver strategies first time.

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**2 days**



# Pricing

## Half Day Workshop

Vision, Innovation

**£1,800 ex. VAT**

## Full Day Workshop

Vision, Innovation,  
Planning

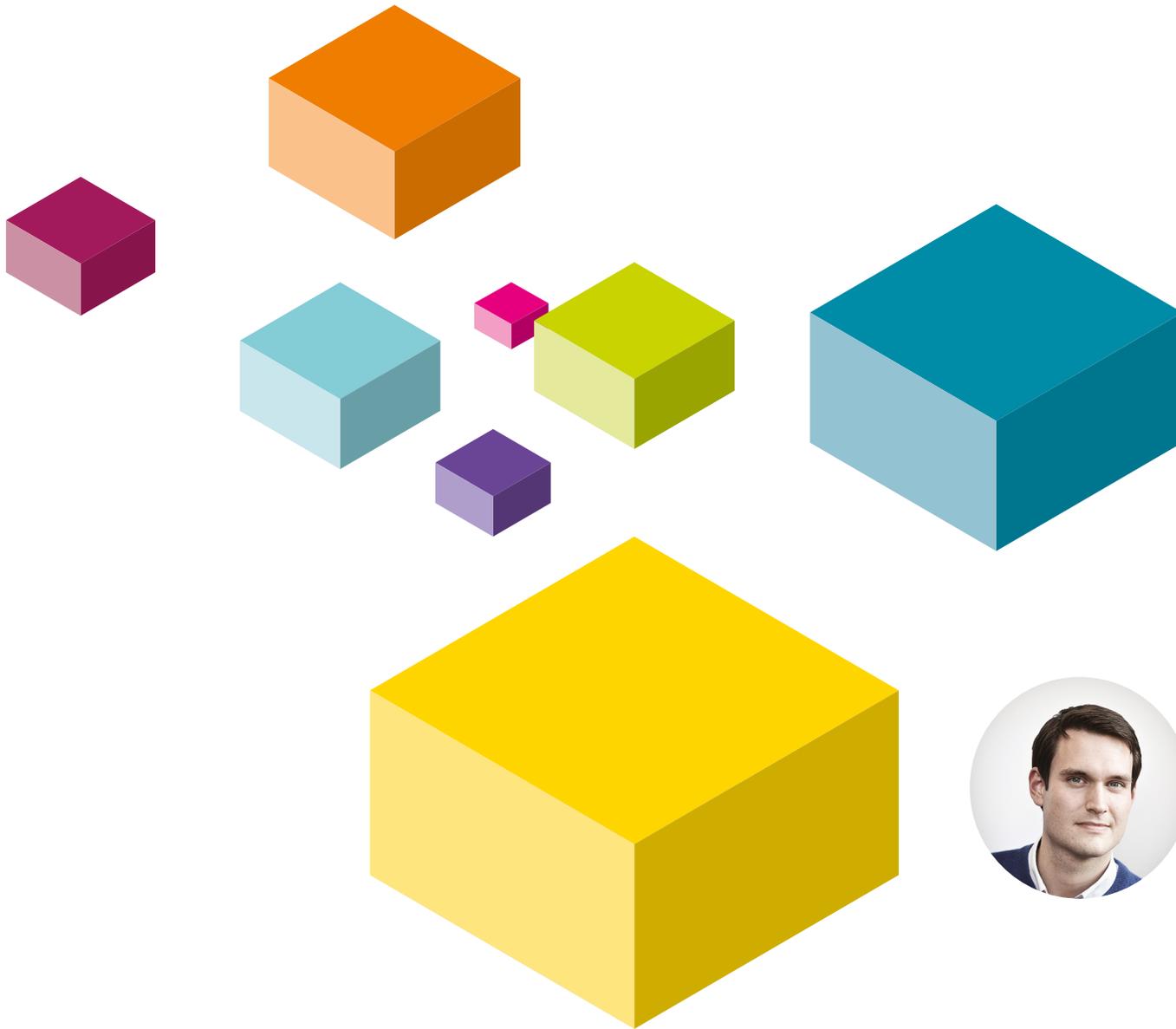
**£3,200 ex. VAT**

## Two Day Workshop

Vision, Innovation,  
Planning & Real Time  
Strategy

**£4,800 ex VAT**





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