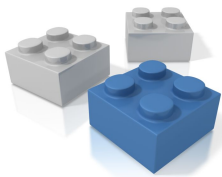




LEGO SERIOUS PLAY® is a facilitated meeting, communication, and problem-solving method, where participants are led through a series of questions, which go deeper and deeper. Each participant builds his or her own three-dimensional LEGO model.



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



The purpose of LEGO SERIOUS PLAY® is to maximize full-potential, insight, confidence, and commitment!

PRODUCES more concrete ideas and results because everyone is engaged
ENSURES faster and better communication and understanding
DELIVERS 3D visualizations and metaphors leading to less conflict
FOCUSED discussions that stay on topic with structure activities



WHEN IS IT IMPORTANT TO USE LEGO SERIOUS PLAY®

- **To make decisions that everyone commits to and honors**
- **To eliminate excuses or lack of initiative after the meeting**
- **To provide a common understanding and frame of reference**
- **To cultivate clarity for complex and multifaceted topics**

