



The LEGO® SERIOUS PLAY® Method

Efficiency Through Creativity

LEGO® SERIOUS PLAY® is a powerful, innovative, empirical facilitated process for increasing business efficiency.

This method develops personal, leadership and team skills by unlocking the natural creativity in each of us.

During a session, participants are guided through a series of questions around a specific business topic by a trained and certified facilitator.

The answers to the questions are given by the participants by creating their own 3D LEGO® model with selected LEGO® elements.

These models become the basis for group discussion, knowledge exchange, sharing views, problem solving and decision making related to the topic.



From a Game to a Solution

Using the materials and methodology of LEGO® SERIOUS PLAY® you will be able to explore the connections and relationships between people in their environment. The process also allows to monitor the internal and external dynamics of the teams, as well as to explore different scenarios and opportunities for change and development.

During the facilitated session, you will build spatial models with LEGO elements, in which you will invest meaning and through which you will tell your story. You will also be able to play various possible scenarios with them. This process deepens understanding, enhances awareness, leads to insights and unites the group or team on an emotional level, just as children build relationships by playing together!

A Team Building Journey

The LEGO® SERIOUS PLAY® method is a fun journey that leads you to an open and frank exchange of opinions and sharing of interests. Recreating situations, positions, and perspectives through 3-D models allows you to share openly with others without fear of hurting their feelings.



In addition, you will experience real situations, you will see them "through the eyes of your colleagues", and give others the opportunity to look at things with your own eyes.

Using LEGO® elements shortens the path to the core of the problem or situation. LEGO® elements serve as a catalyst for awareness and creativity - when used to express through metaphors, they trigger processes in the brain and help us see things we may not have seen or realized before.

A Method with Real Results



Clear vision of reality, challenges and situations



Improved communication skills



Awareness of different points of view



Activated imagination and creativity



Ideas for innovative solutions



Positive attitude, confidence, increased commitment to the team



Action plan to address specific challenges and crises

Book a LEGO® SERIOUS PLAY® Session

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