



# UNLOCKING INNOVATION THROUGH LEGO®SERIOUS PLAY®

BY ELITE INDIGO

*Walk away with a list of key “quick wins” cases  
you can start right away in the organization!*



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# Unlocking Innovation Through Lego® Serious Play®

## • Program Overview

This immersive two-day workshop leverages the LEGO® SERIOUS PLAY® methodology to enhance creative thinking and problem-solving skills, fostering innovation in a collaborative environment. Participants will engage in hands-on activities to build and share their ideas using LEGO bricks, gaining insights and developing strategies to tackle real-world challenges.

## • Learning Objectives

By the end of the course, participants will be able to:

- Apply creative and adaptive thinking techniques to develop innovative solutions that respond to changing environments.
- Leverage the iterative nature of the LEGO® SERIOUS PLAY® methodology to enhance team collaboration, foster open communication, and build shared understanding.
- Utilize both individual and shared-level thinking to visualize, explore, and solve complex business problems.
- Develop actionable strategies and prototypes for addressing real-world challenges, integrating multiple stakeholder perspectives and interdependencies.

## • Who Should Attend

Middle Managers and Staff of respective departments

## • Methodology

The workshop employs the LEGO® SERIOUS PLAY® methodology, which involves:

- Hands-on LEGO building activities
- Storytelling and reflection sessions
- Group discussions and collaborative problem-solving exercises
- Interactive and experiential learning techniques



# Unlocking Innovation Through Lego® Serious Play®

## • Course Content

DAY/ TIME	DAY 1
1 Hour	<ul style="list-style-type: none"> <li>• <b>Registration and Introduction</b> <ul style="list-style-type: none"> <li>◦ Overview of LEGO® SERIOUS PLAY® methodology</li> <li>◦ Set expectations, objectives, and agenda</li> </ul> </li> </ul>
1 Hour 30 Minutes	<ul style="list-style-type: none"> <li>• <b>Module 1: Foundational Skill Building</b> <ul style="list-style-type: none"> <li>◦ <b>Activity:</b> Building a Tower</li> <li>◦ (Icebreaker focusing on storytelling and reflection through individual tower models)</li> <li>◦ <b>Learning focus:</b> Introduction to storytelling within LSP methodology</li> </ul> </li> </ul>
1 Hour 30 Minutes	<ul style="list-style-type: none"> <li>• <b>Module 2: Creative Thinking Challenge</b> <ul style="list-style-type: none"> <li>◦ <b>Activity:</b> Individual models on a given problem statement (e.g., personal challenges or opportunities)</li> <li>◦ <b>Reflection &amp; Sharing:</b> Discuss insights from individual models</li> <li>◦ Outcome: Establish creative confidence using LEGO® elements</li> </ul> </li> </ul>
1 Hour	<b>Lunch</b>
1 Hour 30 Minutes	<ul style="list-style-type: none"> <li>• <b>Module 3: Application Technique 1 (AT1) – Collaboration Exercise</b> <ul style="list-style-type: none"> <li>◦ <b>Activity:</b> Individual Model Building</li> <li>◦ (Collaborate on a shared vision or goal using individual models)</li> <li>◦ <b>Purpose:</b> Enhance teamwork and foster communication</li> </ul> </li> </ul>
1 Hour 30 Minutes	<ul style="list-style-type: none"> <li>• <b>Module 4: Deepening AT1 with Reflection and Story Refinement</b> <ul style="list-style-type: none"> <li>◦ <b>Activity:</b> Model Adjustments</li> <li>◦ (Participants improve their models based on group discussions and insights)</li> <li>◦ <b>Group discussion:</b> Learn how shared models evolve through interaction</li> <li>◦ <b>Wrap-up and Q&amp;A for Day 1</b></li> </ul> </li> </ul>

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## • Course Content

DAY/ TIME	DAY 2
1 Hour	<ul style="list-style-type: none"> <li>• <b>Recap &amp; Energizer Activity</b> <ul style="list-style-type: none"> <li>◦ Quick build challenge to kick-start Day 2</li> </ul> </li> </ul>
1 Hour 30 Minutes	<ul style="list-style-type: none"> <li>• <b>Module 5: Advanced Application Technique 1 (AT1) Collective Understanding</b> <ul style="list-style-type: none"> <li>◦ <b>Activity:</b> <i>Teams build shared-models representing the strengths of the team in their business context</i></li> <li>◦ <b>Debrief:</b> Discuss the effectiveness of models and refine them</li> </ul> </li> </ul>
1 Hour 30 Minutes	<ul style="list-style-type: none"> <li>• <b>Module 6: Advanced Application Technique 1 (AT1) Refinement</b> <ul style="list-style-type: none"> <li>◦ <b>Activity: Scenario-Based Group Problem Solving</b> (<i>Teams build models representing potential challenges and solutions in their business context</i>)</li> <li>◦ <b>Debrief:</b> Discuss the effectiveness of models and refine them</li> </ul> </li> </ul>
1 Hour	<b>Lunch</b>
1 Hour 30 Minutes	<ul style="list-style-type: none"> <li>• <b>Module 7: Introduction to Application Technique 2 (AT2) – Shared Models</b> <ul style="list-style-type: none"> <li>◦ <b>Activity: Building Collective Solutions</b></li> <li>◦ (<i>Participants visualize the interdependencies and dynamics of shared-model relevant to their business</i>)</li> <li>◦ <b>Debrief:</b> Discuss the effectiveness of models and refine them</li> </ul> </li> </ul>
1 Hour 30 Minutes	<ul style="list-style-type: none"> <li>• <b>Module 8: Deepening AT2 through Iterative Building</b> <ul style="list-style-type: none"> <li>◦ <b>Activity: Scenario-Driven Changes to Shared Models</b></li> <li>◦ (<i>Introduce disruptions or opportunities, and participants modify models in response</i>)</li> <li>◦ <b>Reflection:</b> How adaptive thinking can lead to better solutions</li> </ul> </li> </ul>



## ABOUT ELITE INDIGO

We are dedicated to empowering businesses to achieve their full potential. With a team of seasoned professionals and a wealth of industry experience, we offer tailored consulting services to help organizations overcome challenges and seize opportunities.

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Unleash your leadership potential with our Leadership Skills course



### TEAMBUILDING

Understand the dynamics of teamwork, communication, and synergy

