

# LEGO® SERIOUS PLAY®

A playful, powerful method for serious organizational thinking

LEGO® SERIOUS PLAY® is a facilitated meeting, communication, and problem-solving method grounded in the science of how people learn and think. It's based on a simple idea: the people closest to the work hold essential insights.

## More effective (and engaging) meetings

Most meetings rely on a small group of voices while the rest quietly disengage. This method changes that.

Instead of talking about problems, participants build 3D LEGO models to think through them. The models make invisible assumptions visible, accelerate insight, and turn conversations into shared understanding and clearer decisions.



## Better decisions, real buy-in

LEGO SERIOUS PLAY gives every participant, regardless of their position, education, or culture, a structured way to think, contribute, and be heard.

The result: more diverse thinking, stronger alignment, and higher confidence in – and commitment to – the decisions that follow. Teams use this method to:

- Unlock creative problem-solving
- Clarify strategy and priorities
- Increase commitment and follow-through
- Strengthen stakeholder alignment
- Build trust and connection
- Reduce cynicism and change fatigue

## Best used when there are no easy answers

LEGO SERIOUS PLAY works best in situations where there's no obvious right answer and leadership genuinely wants honest input from the team. It's ideal when different perspectives matter and when alignment is needed before taking action.

- Common applications include:
- Strategy and planning
- Culture and values work
- Leadership and team development
- Organizational change
- Role clarity and structure

Curious to learn more about how a more playful approach can amplify your team's impact? Get in touch!

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