

Real Talk Starts When Hands Get Busy

LEGO® SERIOUS PLAY® for Teams & Businesses



What Is It?

LEGO® SERIOUS PLAY® (LSP) is a facilitated workshop method where your team builds physical LEGO® models to represent ideas, challenges or strategy, then talks through what they've built.

It sounds playful. It is. But it's built on solid psychology: when people build something with their hands before they speak, they think more deeply, talk more honestly, and remember it longer than after any normal meeting.

Why It Works

- **Every voice gets heard** — quieter team members build and speak just as much as the loudest person in the room. There's no hiding behind a laptop.
- **It bypasses the rehearsed answer** — people say what they actually think when they're explaining a model, not reciting a position.
- **It's low-risk** — ideas live in a model first, not pinned to one person's name. Easier to challenge a brick than a colleague.
- **It surfaces what's really going on** — gaps, tensions and opportunities show up in the models before anyone says them out loud.
- **It sticks** — physical, hands-on sessions are remembered well after the usual workshop or away-day has faded.

Where It Fits

- Strategy days — turning a strategy document into something your whole team actually understands and owns
- Team building — real cohesion, not trust falls
- Problem-solving — working through a stuck issue from every angle at once
- Culture and values work — building a shared, honest picture of where you are and where you want to be
- Change and conflict — giving people a safe way to name what's difficult
- Leadership and coaching — individual or group sessions for clarity and direction

Who It's For

Any size, any sector. LSP began life inside the LEGO Group itself, working through its own strategic challenges, and is now used everywhere from small owner-led businesses to multinational pharmaceutical companies and the military.

If your team is made of people, this works for your team.

How a Session Runs

1. A real question or challenge sets the brief — yours, not a generic template
2. Everyone builds, individually or in groups, using simple skills-building warm-ups first
3. Each person tells the story of their model — no one else speaks for them
4. The group builds a shared model together, working through differences as they go
5. Insights, decisions and next steps are captured while they're still fresh

The Track Record

LSP is grounded in constructionist learning theory - that people build understanding best by creating something tangible, not by sitting and listening.

It's been used for decades across charities, pharmaceutical companies, universities, the military, and many more, to turn strategy into something people genuinely act on, not just sign off on.

Wondering if this is right for your team?

Get in touch for a short conversation about your goals. we'll tell you honestly whether LSP is the right fit.