

# Introduction to LEGO® Serious Play®

Key Ideas and Concepts



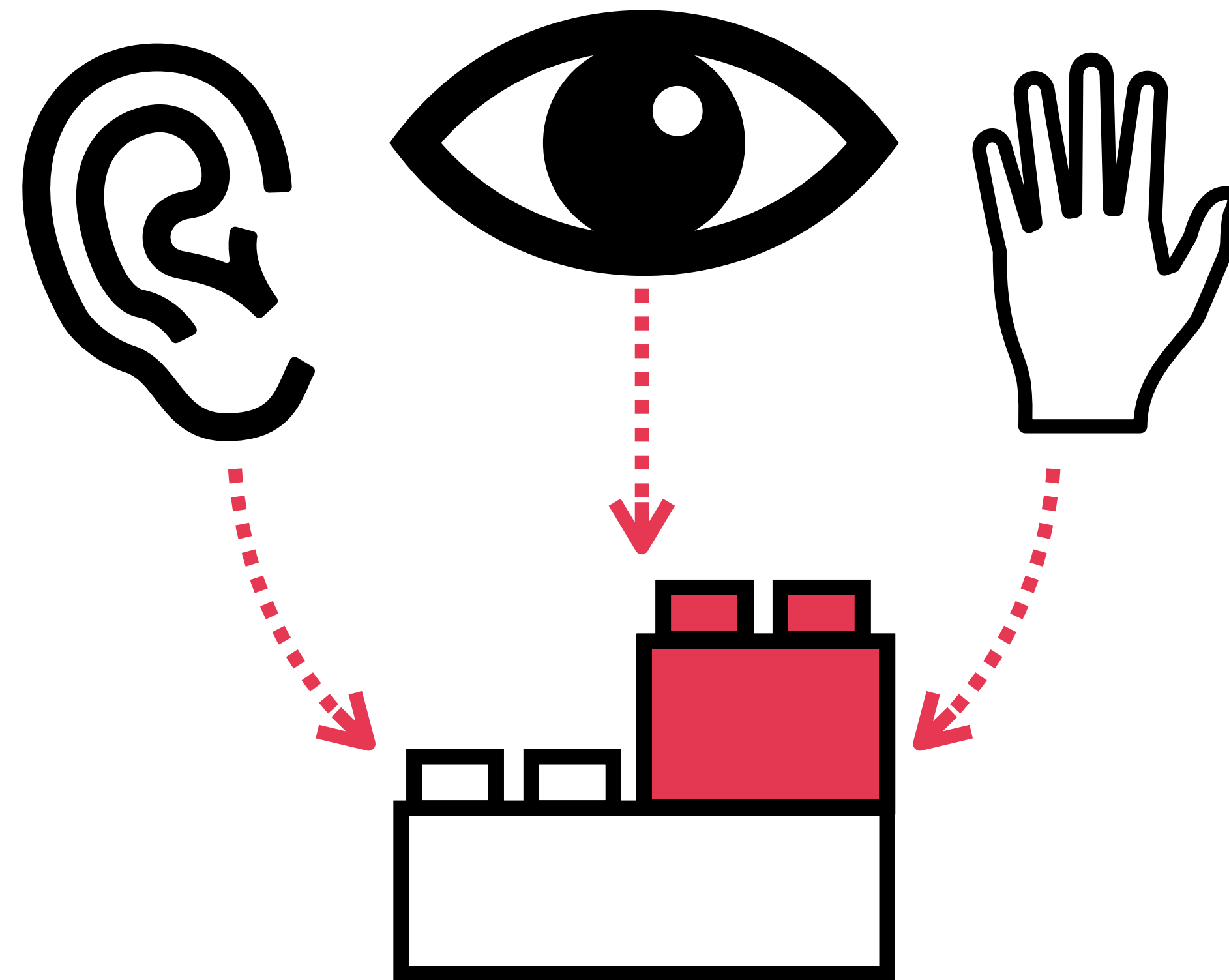
LEGO® Serious Play® - Key Idea 1

**LEGO® Serious Play® is an enhanced communication tool - it activates three modes of communication**

## LEGO® Serious Play®

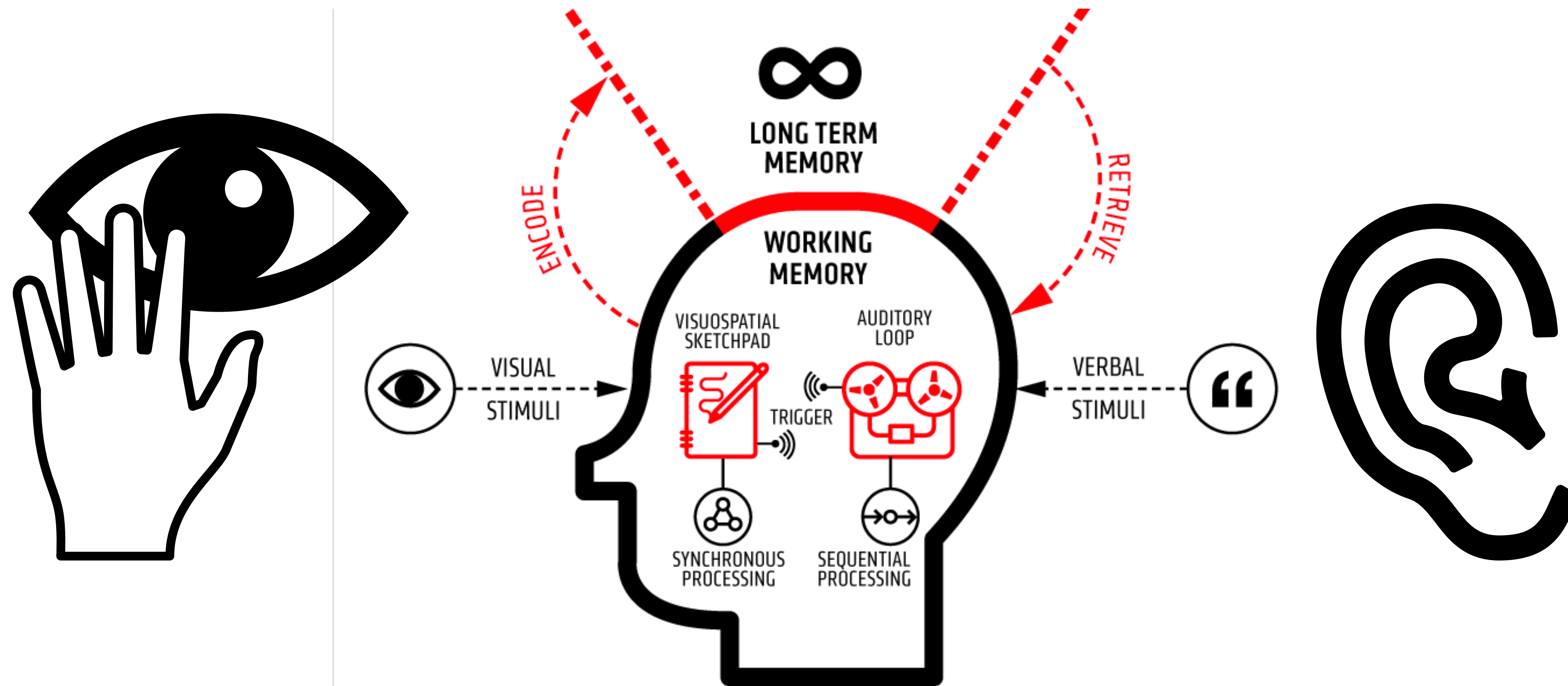
**Visual:** you see the models that are built

**Audio:** you hear the stories that are told



**Kinaesthetic:** you can animate and move the models to help make meaning

## Dual Coding



*Oliver Caviglioli - Dual Coding*

LEGO® Serious Play® - Key Idea 2

**In LEGO® Serious Play® there are three 'Build Levels'**



## Individual Builds



# 2

## Shared Builds





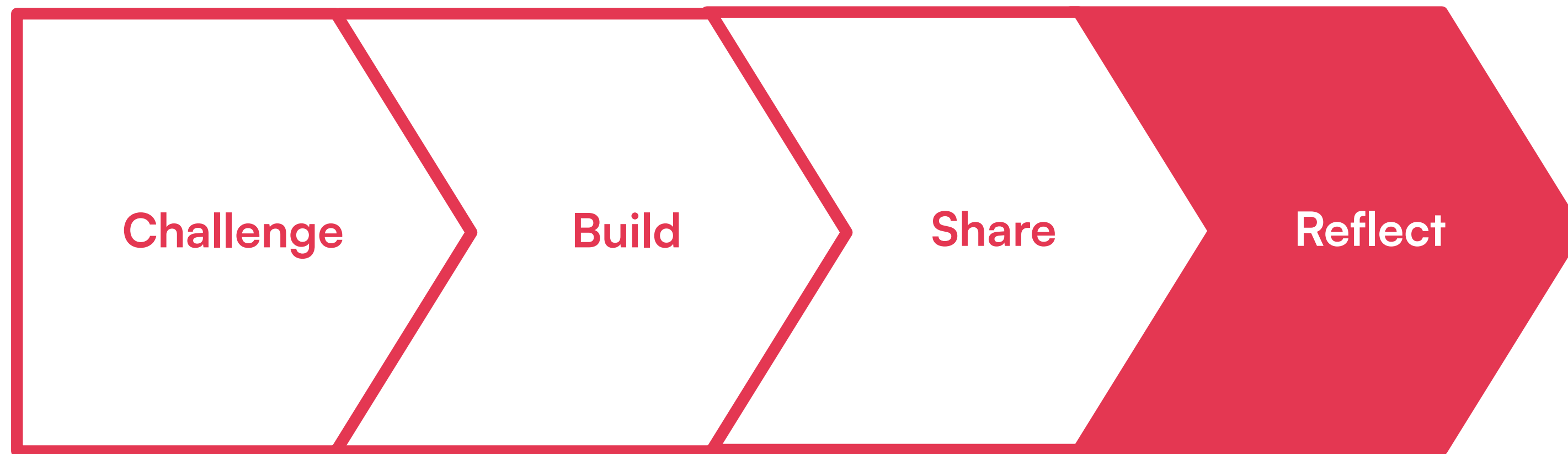
## Systems Builds



LEGO® Serious Play® - Key Idea 3

**All builds follow a core four-stage process**

LEGO® Serious Play®



LEGO® Serious Play® - Key Idea 4

**It promotes whole brain thinking - encouraging participants to acknowledge complexity**

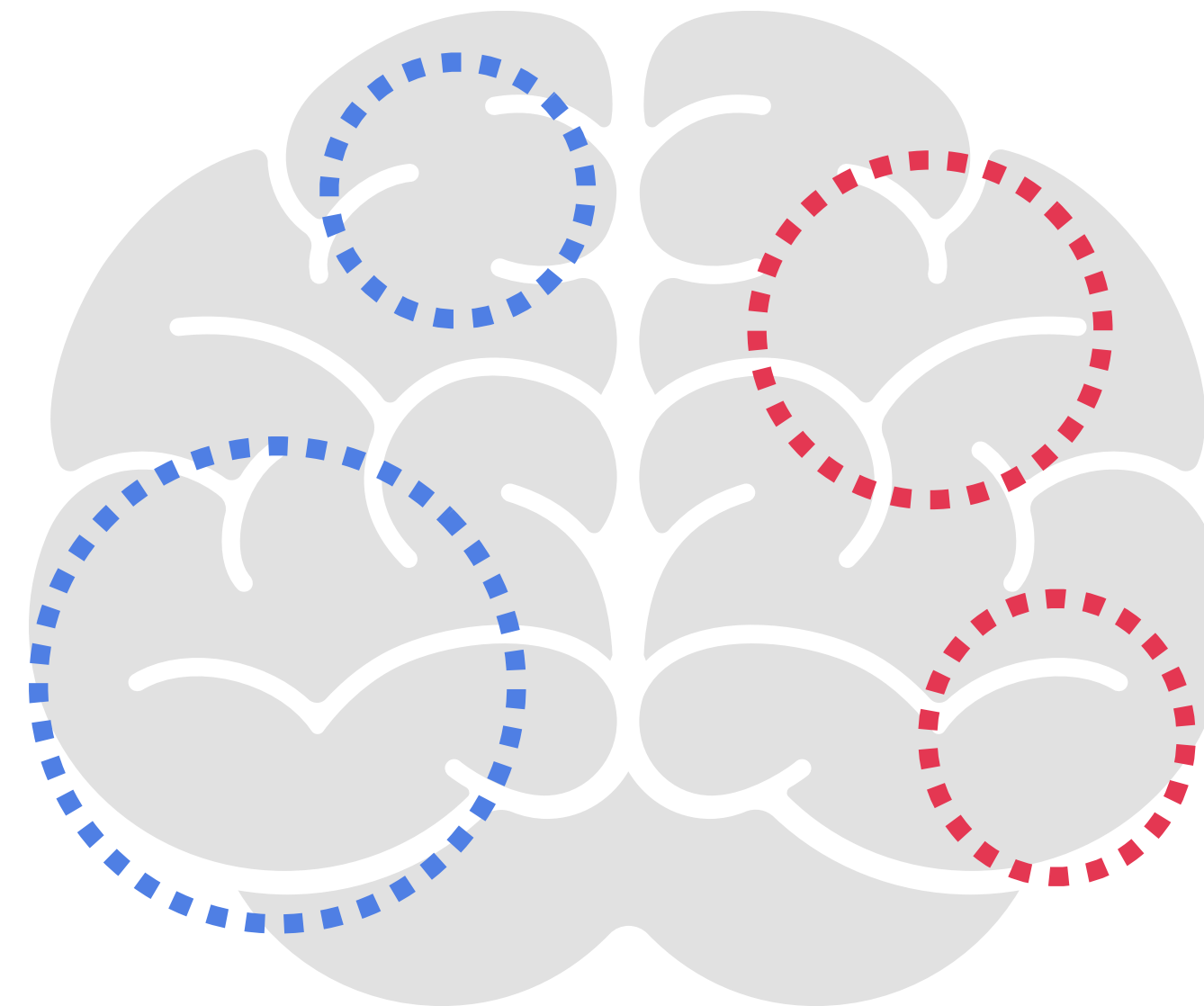
## Whole Brain Thinking



Core language processing



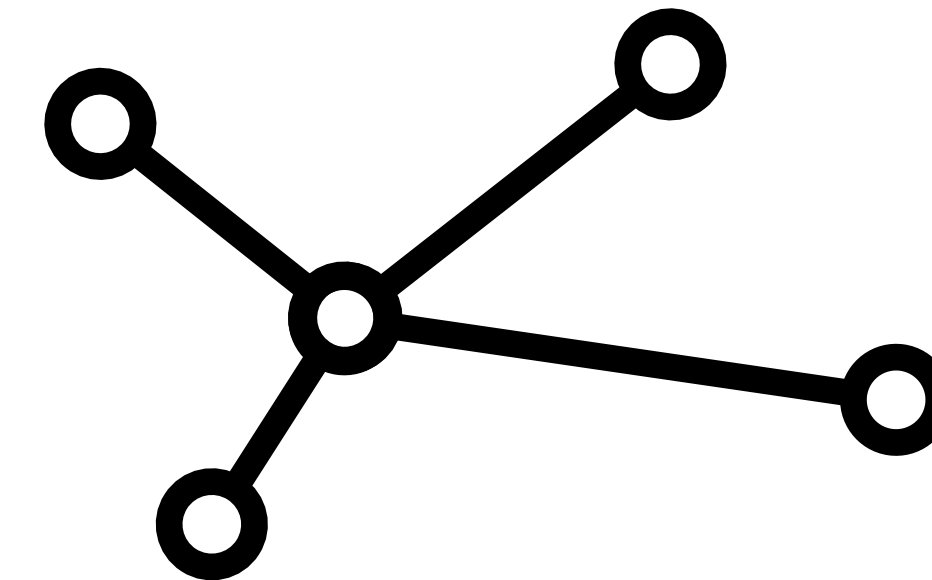
**Inclination towards narrowing down**, categorising, and seeking control - which can lead to a reductive understanding of complex interconnected problems



*The Divided Brain - Iain MacGilchrist*



Emotions and empathy

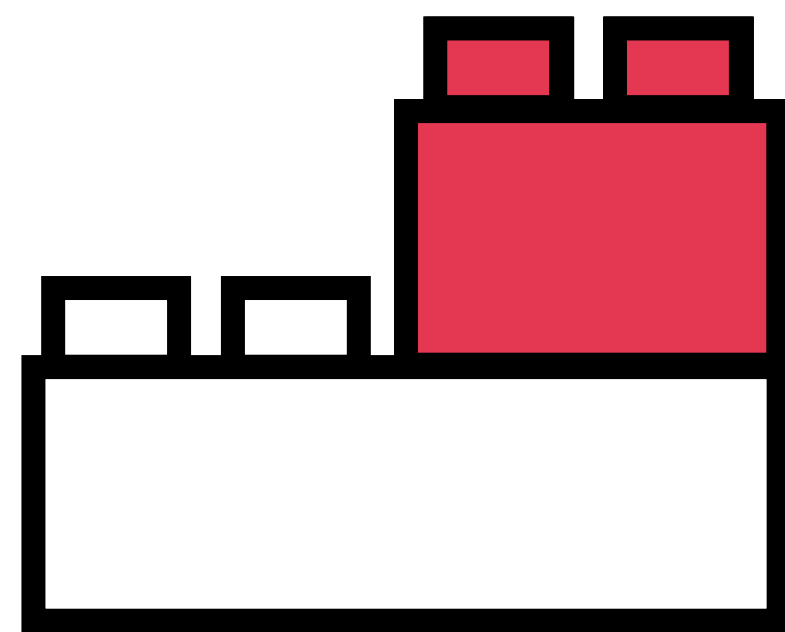


**Perceives the world in its fullness**  
- appreciating interconnectedness and complexity - where empathy, nuance and the ability to hold multiple perspectives coexist

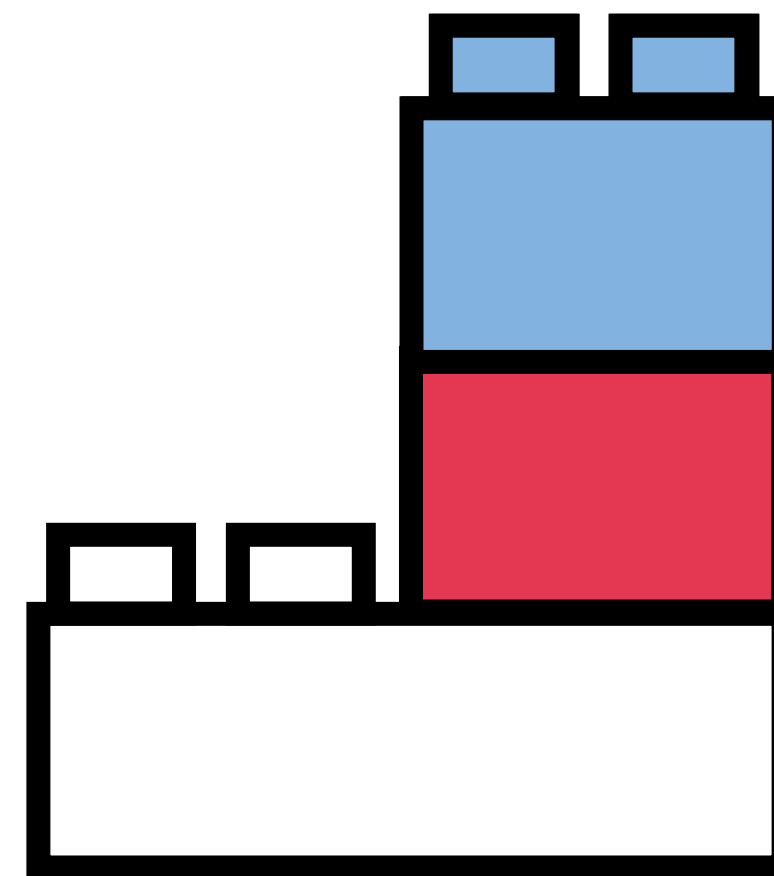
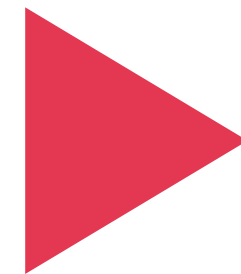
LEGO® Serious Play® is Iterative - Key Idea 5

**It makes thinking and the process of thinking  
visible**

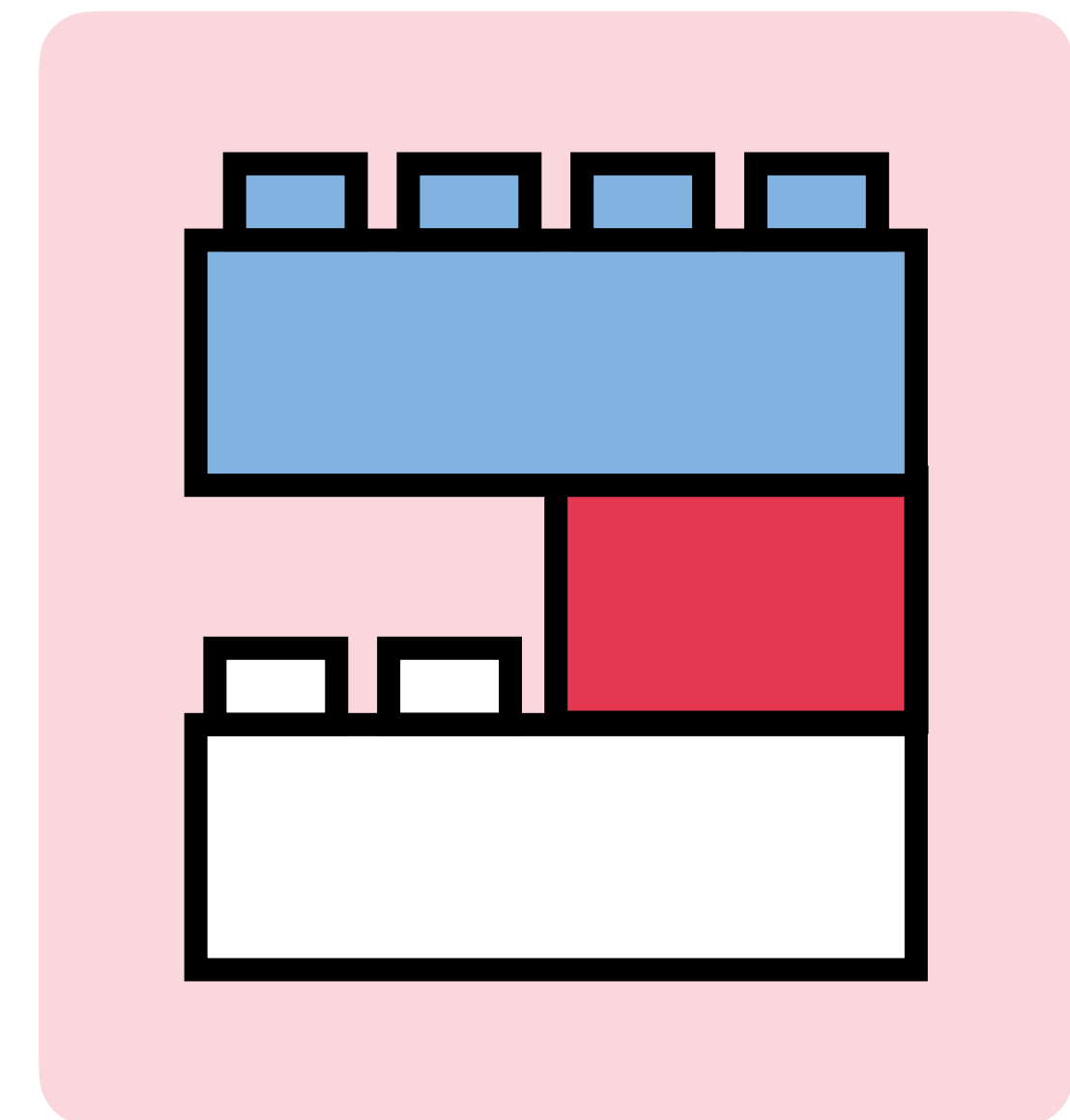
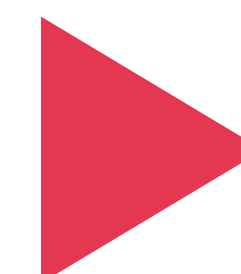
## Bookending with Progress Journals



Start of cycle

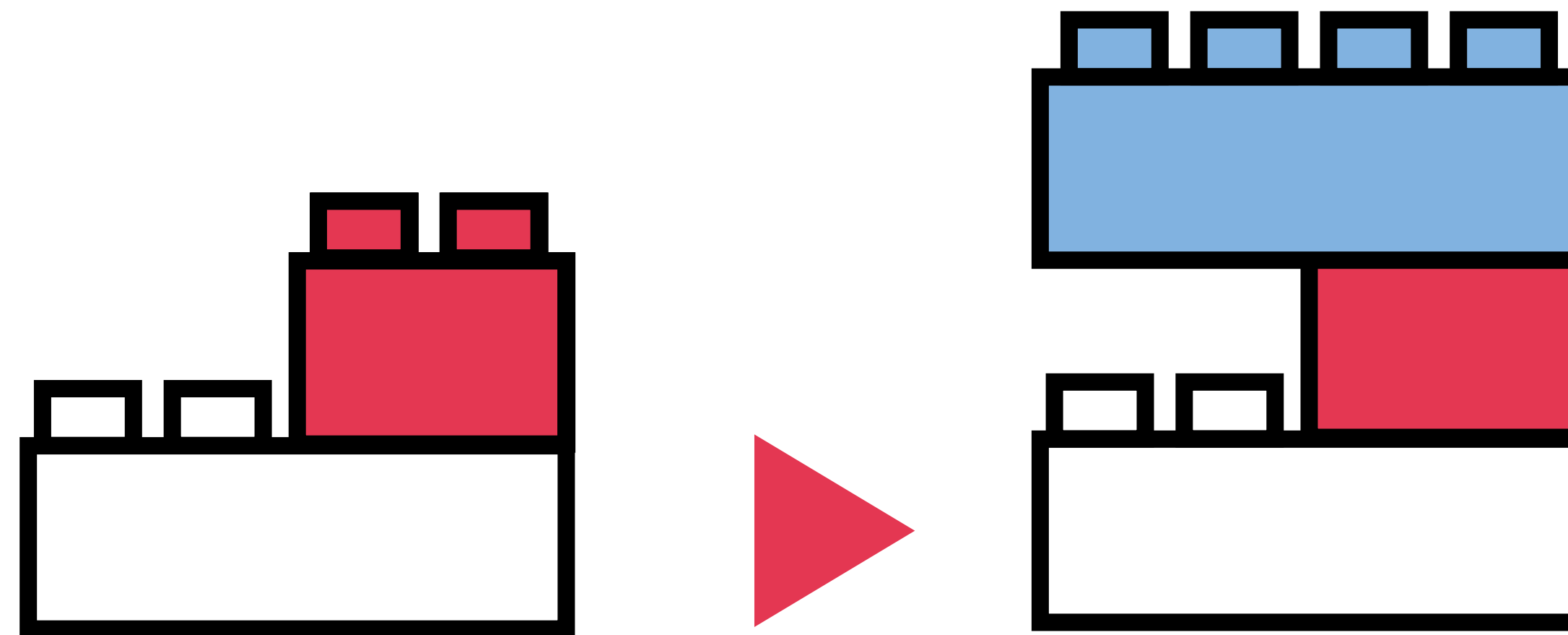


Cycle mid-point



End of Cycle

## Bookending with Progress Journals



**Celebrate** individual Progress - **Making progress visible**

LEGO® Serious Play® - Key Idea 6

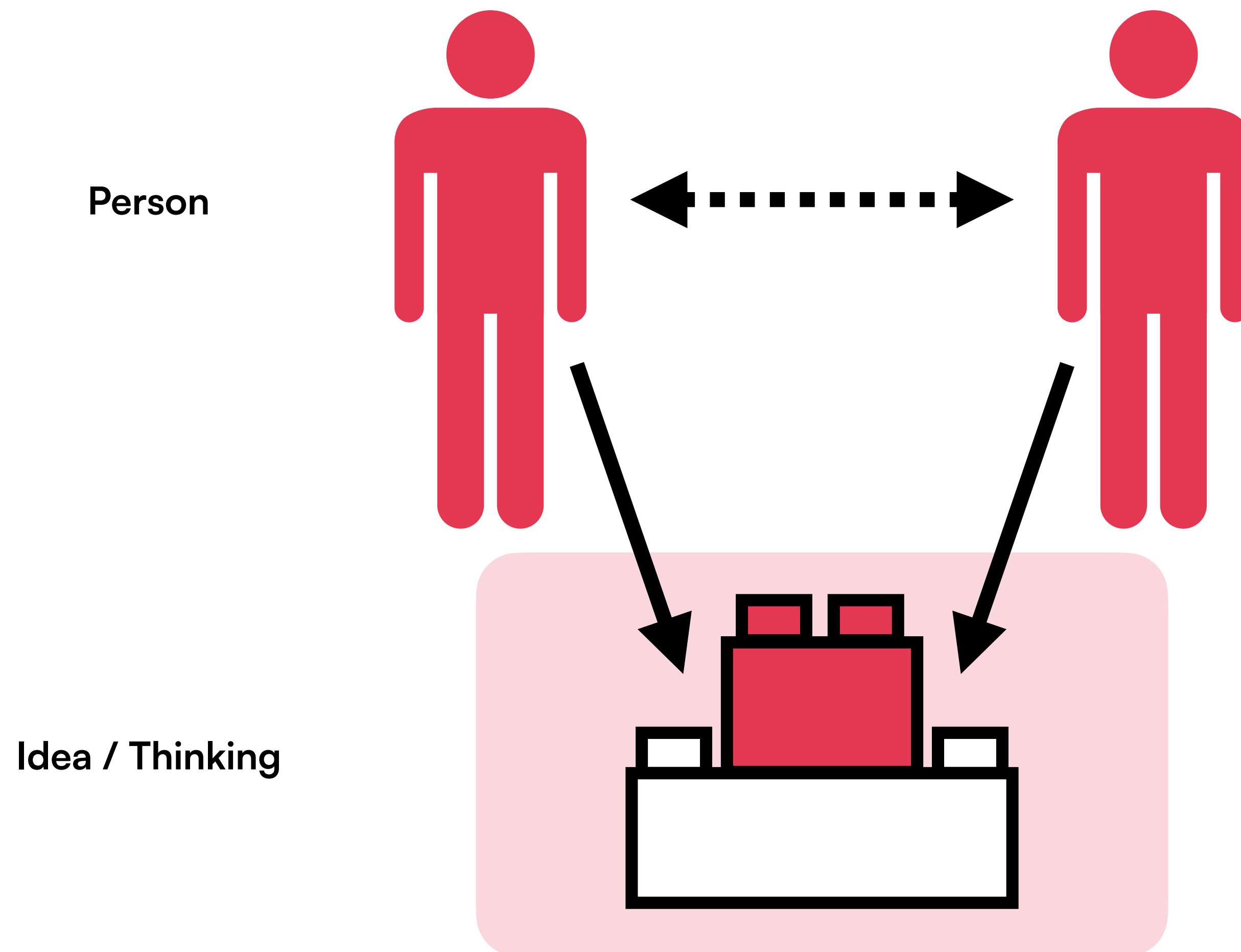
**The use of models shifts the focus to a third point -  
objectifying the subject matter by decoupling it from  
the person sharing**

## Direct Conversation



**Emotional and Personal**  
challenging to separate the  
idea / subject from the  
individual. Personal  
relationships, power dynamics  
and biases can influence  
individual's openness to be  
objective

## Introducing Third Point



**By communicating through the models** LEGO Serious Play promotes indirect conversation - decoupling the idea from the person, making conversations more objective. This helps to reduce anxiety, flatten hierarchies and socialise learning