Lego® Serious Play® Method

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LSP origins



Theory in Management

Johan Ross & Bart Victor



IMD Gineva
Mid ‘90’s

LEGO
Head of LSP
Trainer

Robert Rasmussen



Concrete Thinking

Constructionism

Constructionism shares constructivism's connotation of learning as 'building knowledge structures' […]. It then adds the idea that this happens especially felicitously in a context where the learner is engaged in constructing a public entity.

Seymur Papert



Embodied cognition

[the mind] arises from the nature of our brains, bodies, and bodily experiences. This is not just the innocuous and obvious claim that we need a body to reason; rather, it is the striking claim that the very structure of reason itself comes from the details of our embodiment…

Lakoff & Núñez



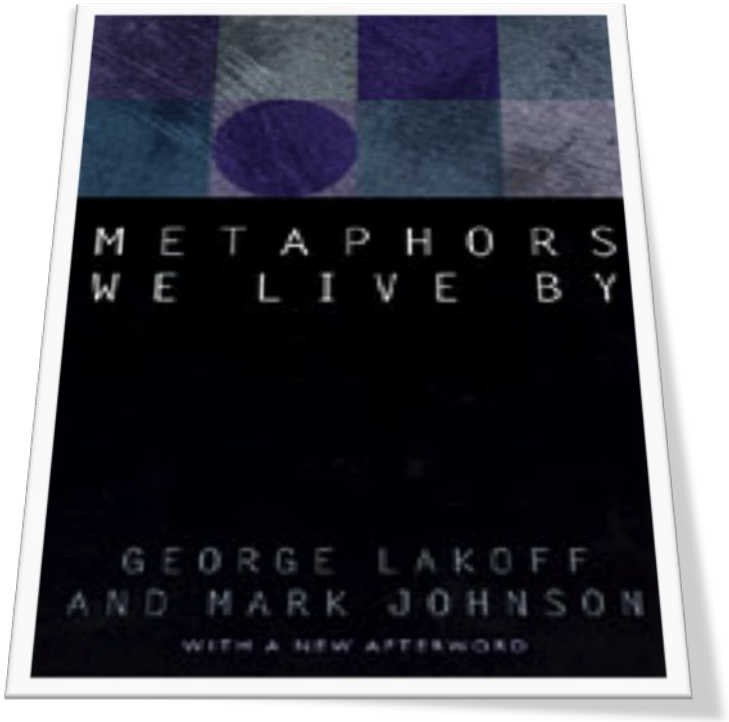
Metaphors

“The mind is inherently embodied.

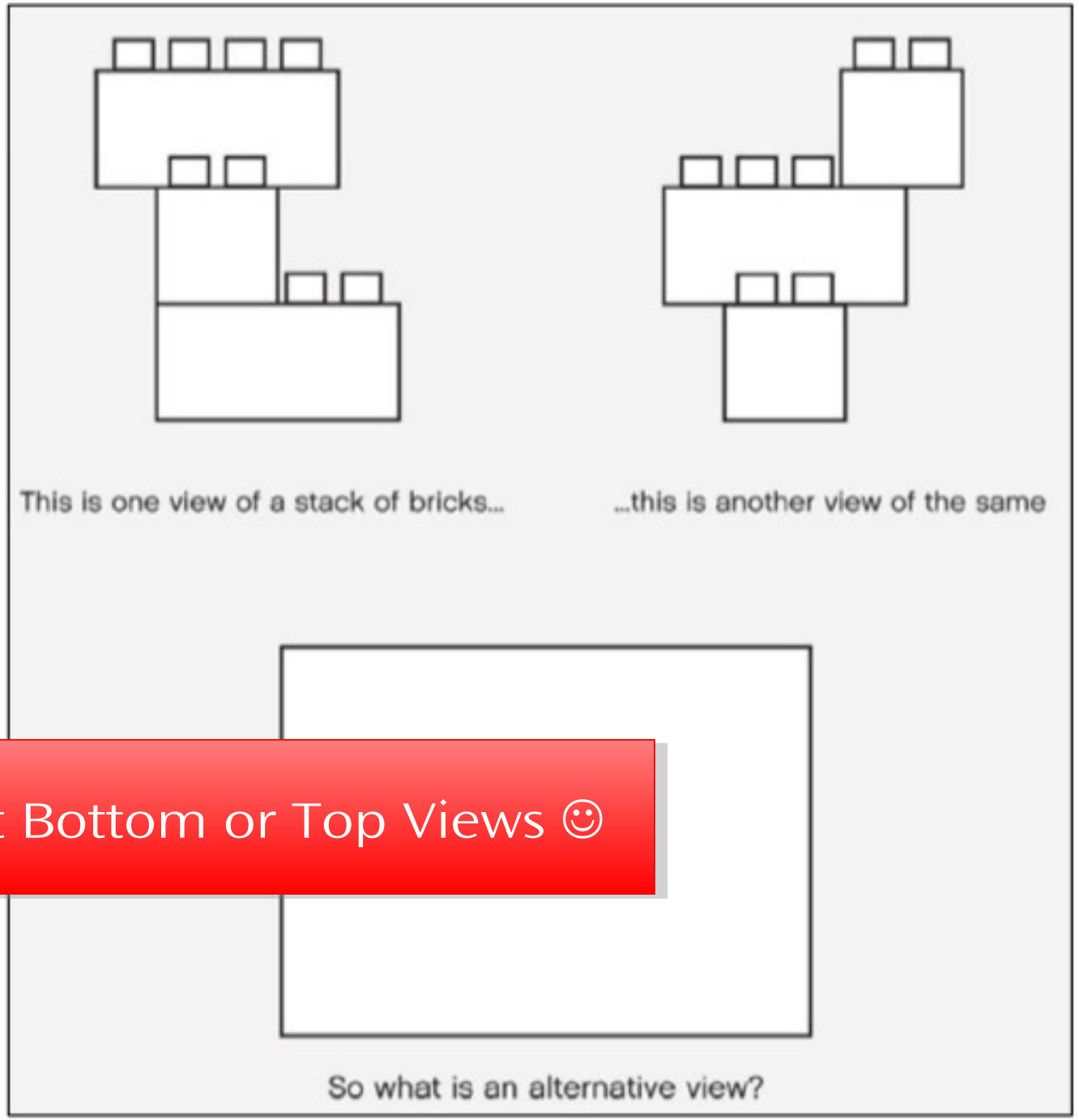
Thought is mostly unconscious.

Abstract concepts are largely metaphorical.”

Lakoff




Hands On!



NO, Not Bottom or Top Views ☺

Why did they used it?

















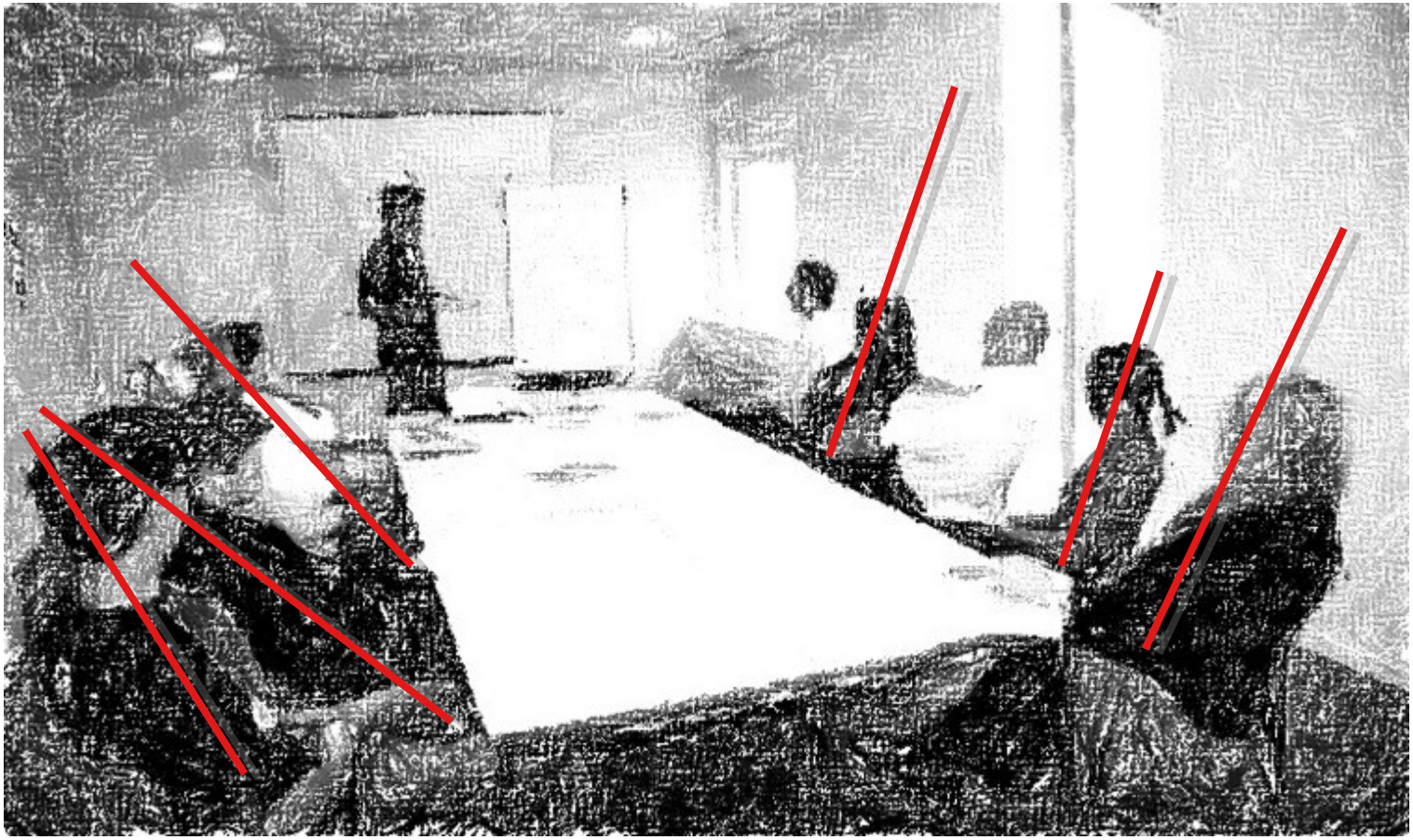








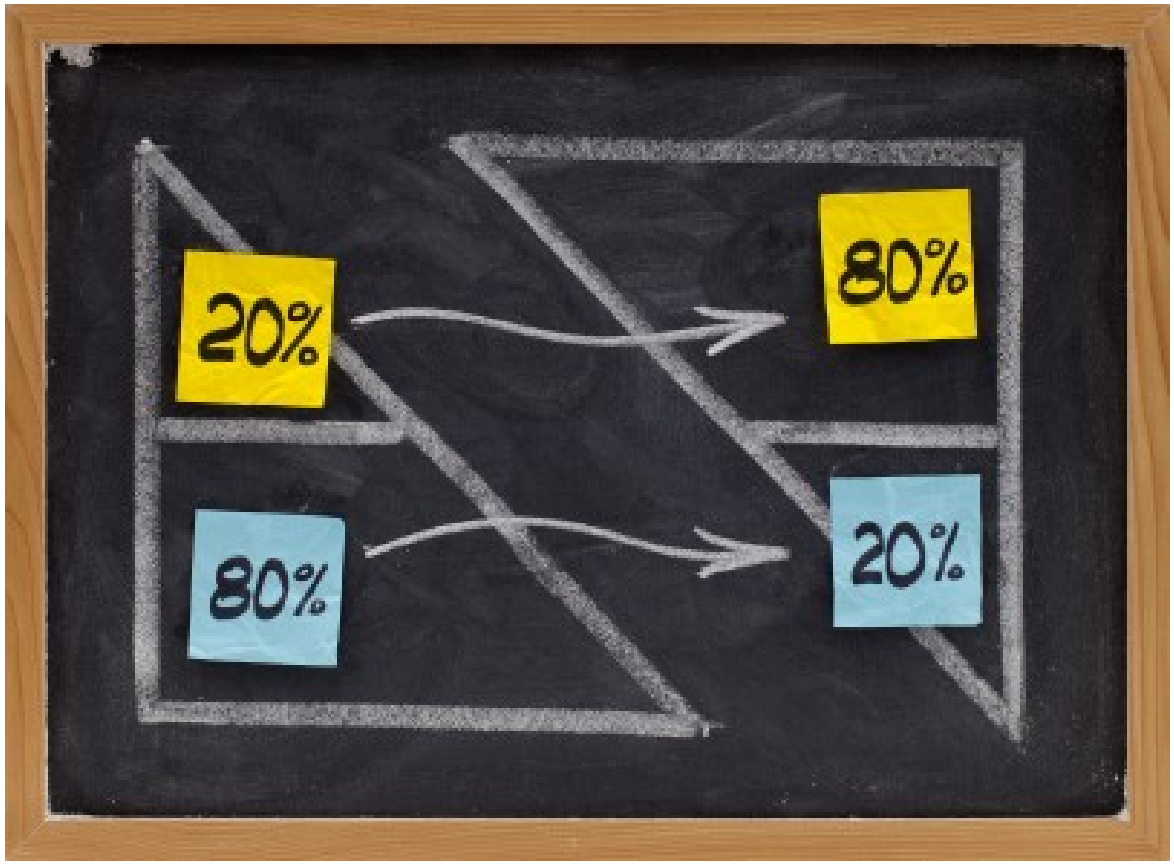
They wanted to change this



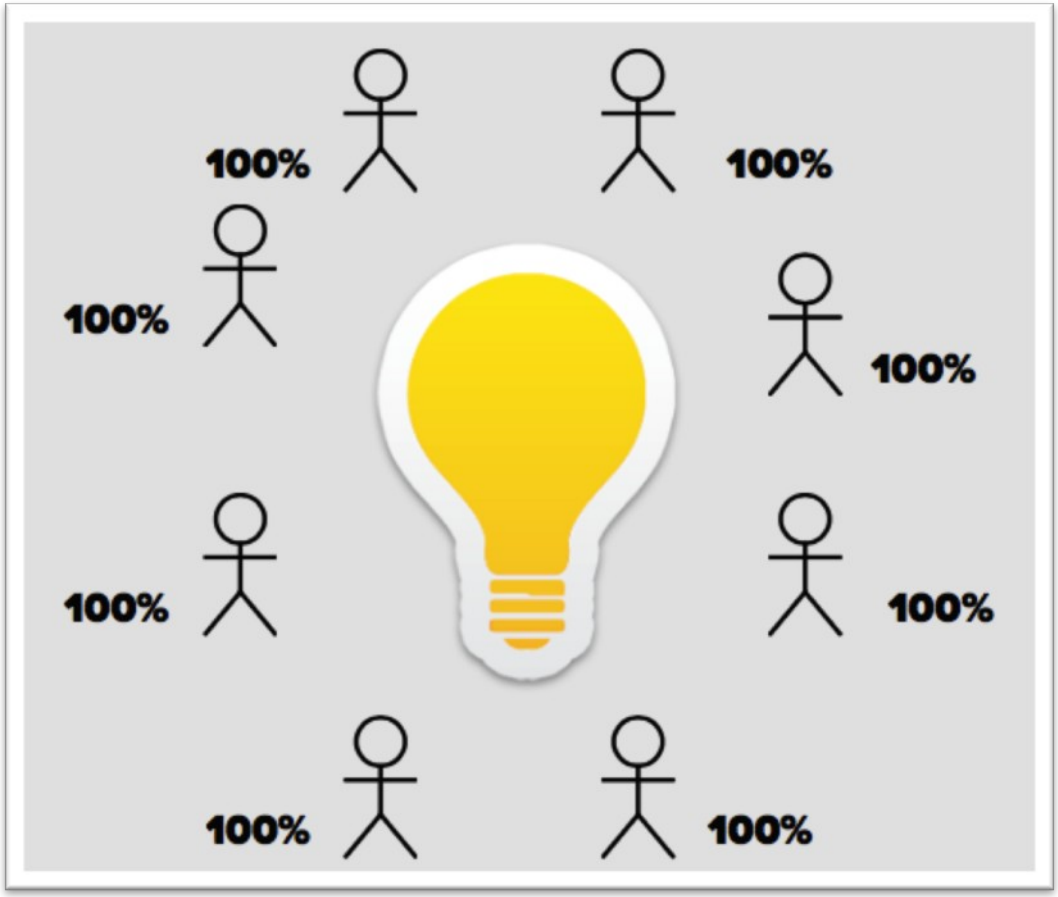
Into this!



...avoid Pareto...



...and get 100% from everyone...



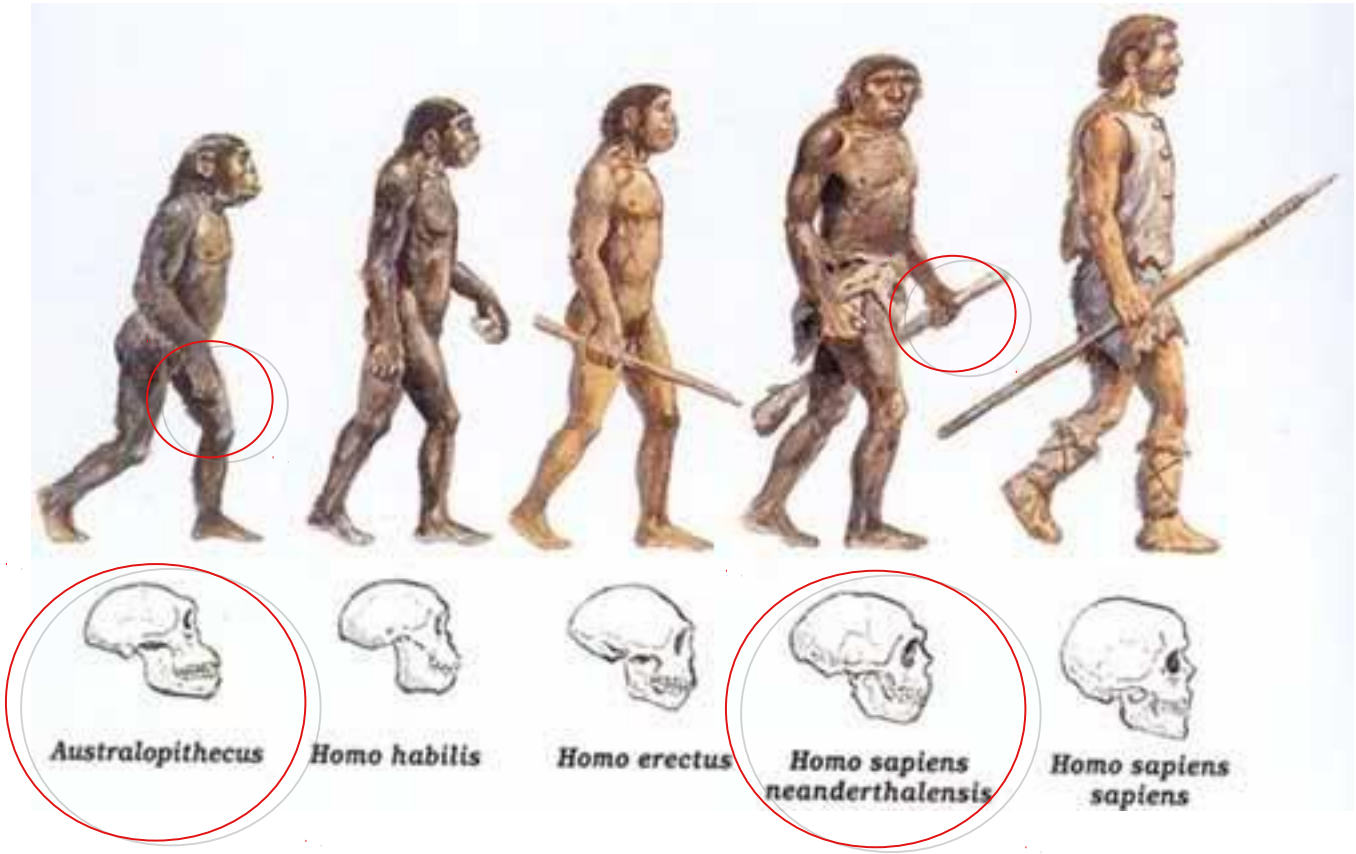
Most creativity emerges when different points of view are held in reciprocal tension, so that they play off one another, evolving into a new idea.

Leadbeater

Hands & Brain Connection



Brain – Hands connection



Playing

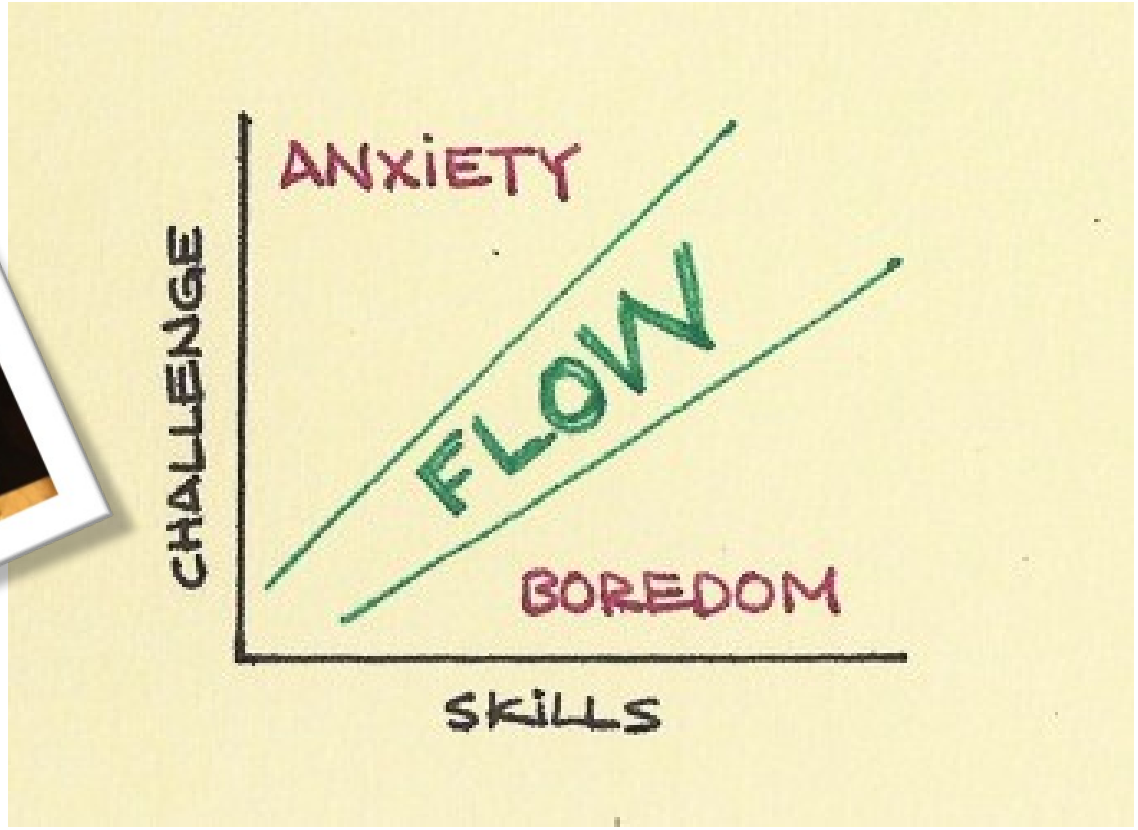


In playing, we create imaginative new cognitive combinations. And in creating those novel combinations, we find what works.

Brown

LSP is a Roller coast ride





Fantasy



Fantasy allows you to **THINK** about something that wasn't there before… regardless that it can be done or it can exist

Munari

Invention



Fantasy allows you to **PRODUCE** something that wasn't there before…
Even if not perfect or functional Munari

Creativity



Creativity allows you to **PRODUCE** something that wasn't there before, that is **working** & **functional**, based on Invention and Fantasy.

Munari

Imagination



Imagination allows you to **IMAGINE what Fantasy,** Creativity, and Invention PRODUCE.

Munari

Imaginations



Descriptive
Identify Patterns & sense making

Challenging
Deconstruct & sarcasm

Creative
Combine & transform the existing

Bricks: a common Language



LSP is about storytelling

Sometime reality is
too complex.
Stories give it form.

Jean-Luc Godard



From object to ideas (Metaphors)



From ‘I’ to Team





How do you get it… Individual models



...Landscapes & Meta-stories...



...Shared models...



What for?


Strategy
Identity
Creativity
Team building
Human Resources
Conflict
Concept
www.b4bricks.org

What you get…

More participation
More stories
More ideas
More insights
More ownership
More fun
Easier negotiation
Better decisions

