Lego Serious Play: Enhancing collaboration

A playful overview of LSP with live demo @ AgileCymru15
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Patrizia Bertini
Director of Research & Insights

@legoviews | @Wiprodigital | patrizia.bertini@wipro.com

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Agenda

What will be doing?



- Who am I & why am I here?
- Experience some bricks stuff!
- Why LEGO?
- Two parallel experiences begin!
  - Hands on with Lego Serious Play
  - Learning about Lego Serious Play

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Something about me

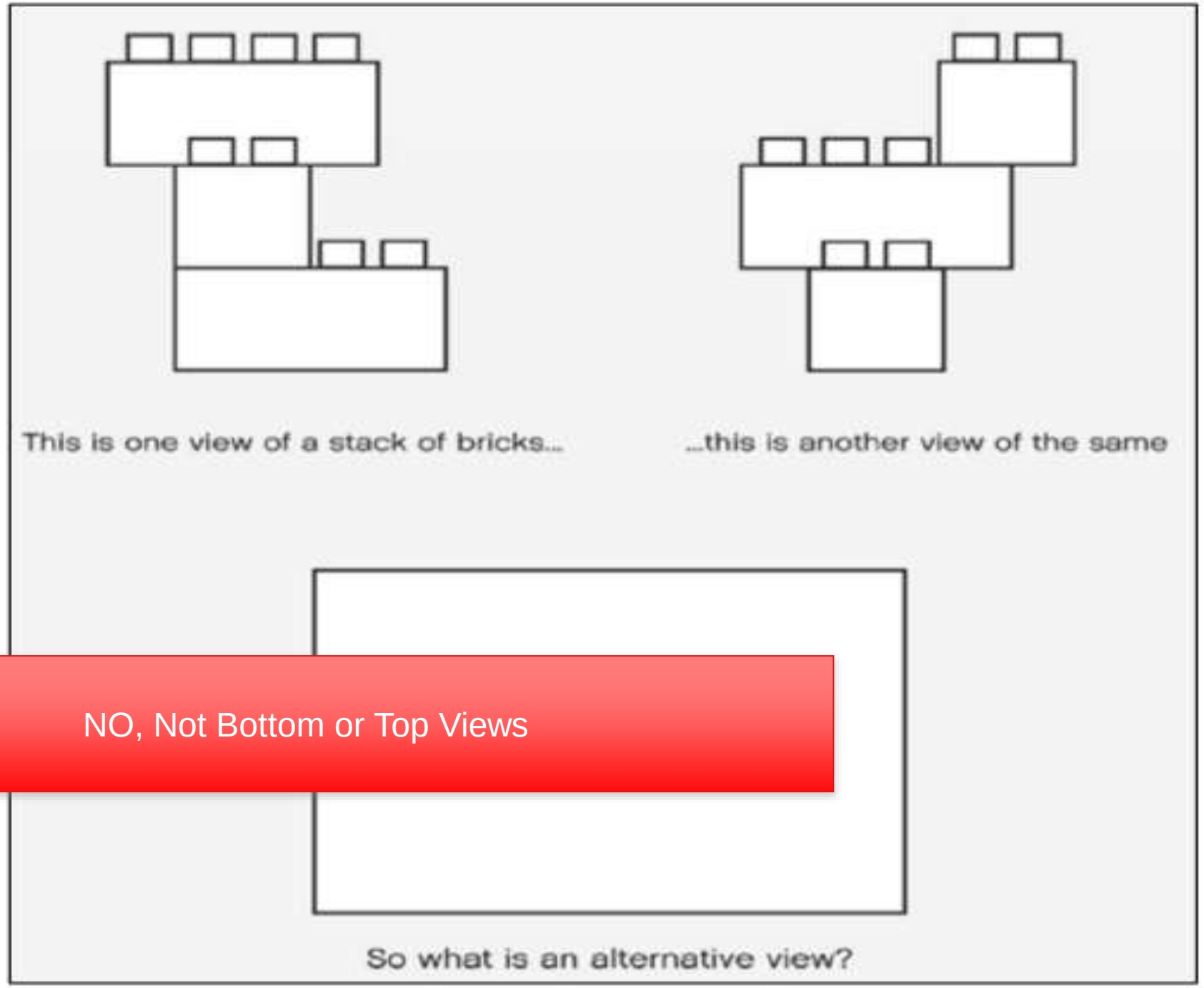






Hands On!





NO, Not Bottom or Top Views

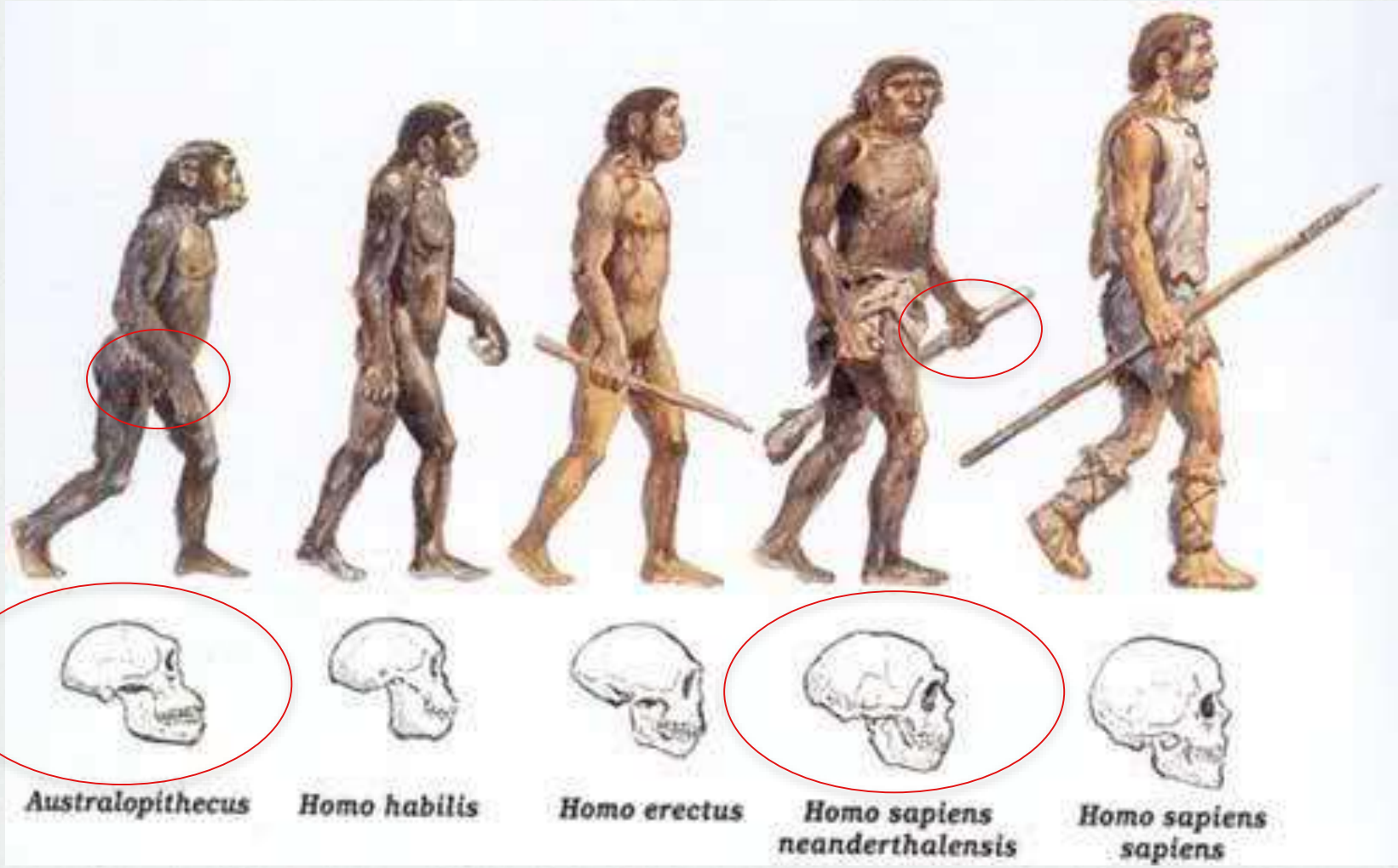
Hands & Brain connection

Hands know more than you know!



The evolution of the connection

Hands & brain evolved simultaneously



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Manifesto for Agile Software Development

We are uncovering better ways of developing
software by doing it and helping others do it.
Through this work we have come to value:

Individuals and interactions over processes and tools
Working software over comprehensive documentation
Customer collaboration over contract negotiation
Responding to change over following a plan

That is, while there is value in the items on
the right, we value the items on the left more.

Individuals & interactions: be playful!

Collaboration & facing changes are the keys of evolution. Also for teams & organisations

It is the long history of humankind
(and animal kind, too)
those who learned to **collaborate** and
improvise most effectively have prevailed.

Charles Darwin



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Collaborate to learn by playing

Learn to collaborate

Collaboration is important not just because it's a better way to learn.
The spirit of collaboration is penetrating every institution and all of our lives.

So learning to collaborate is part of equipping yourself for **effectiveness**, **problem solving**, innovation and life-long learning in an ever-changing networked economy.

Don Tapscott



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Responding to change: play it before you do it

Play is a change enhancer

To improve is to change;
to be perfect is to change often.

Winston Churchill



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Customer collaboration: the c-factor

Talk more about what is meaningful to your customer



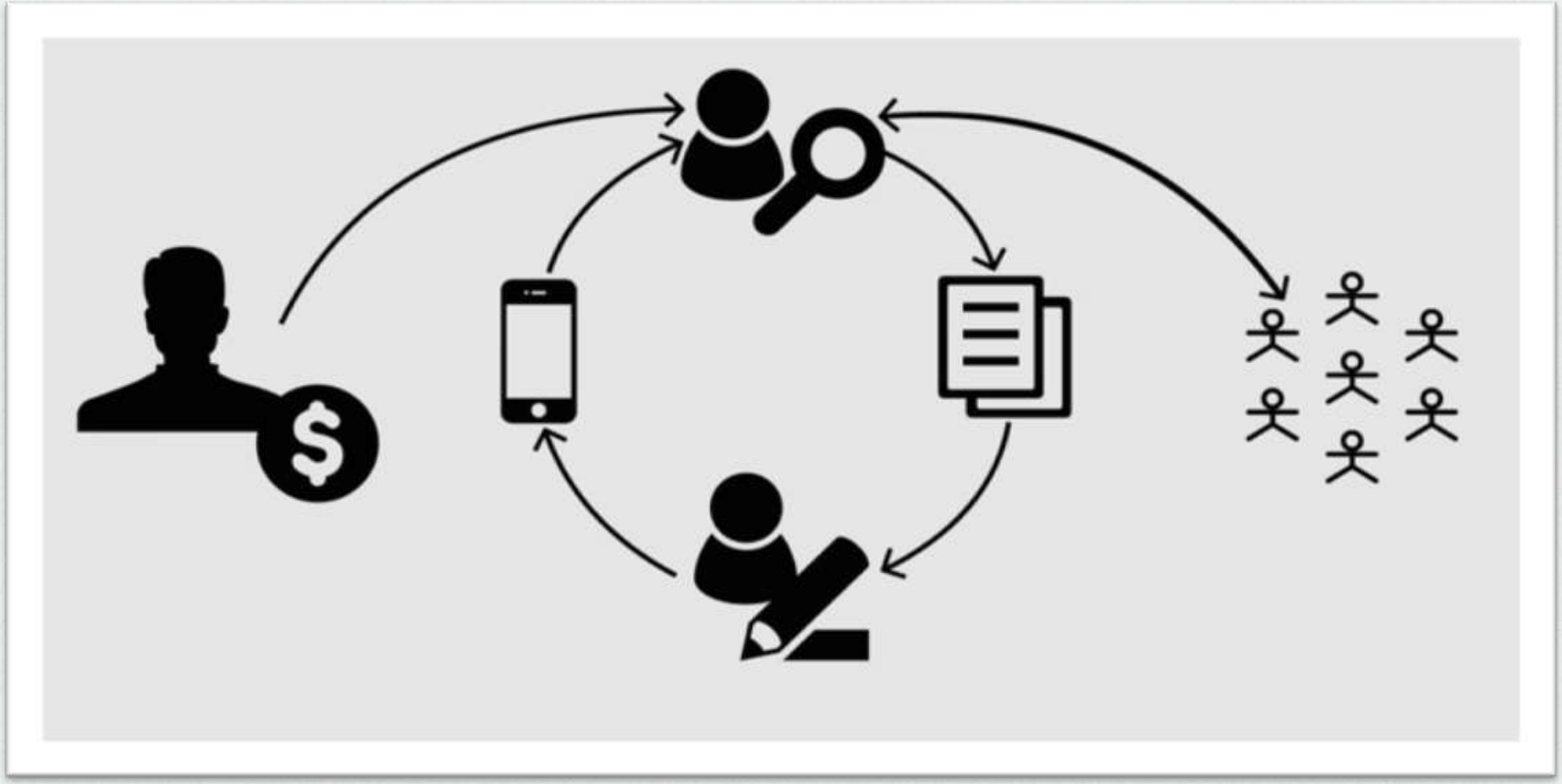
Most innovation fail because it is so hard to **get** inside **the heads of potential customers**.

Charles Leadbeater 2008

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If we are man in the middle

... How can we have efficient conversations and get a real understand of the challenges?



Any volunteers?…

Brave enough to play?



It all started 20 years ago…

IMD Geneva, Mid 90s

Johan Ross & Bart Victor @ImagiLab



Robert Rasmussen
LEGO Head of LSP Trainer



Constructionism

Concrete thinking

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-body paradigm shift



[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

Perceptions explained by experience

Can you recognise these?

Your claims are *indefensible*.
He *attacked* every weak point in my argument.
I *demolished* his argument.
I've never *won* an argument with him.
He *shot* down all of my arguments.



Arguments are wars

Love is a Journey



It's been a long, bumpy *road*.
Look *how far we have come*.
We are at a *crossroads*.
I do not think this relationship is *going* anywhere.
We are *stuck*.
We *have gotten off the track*.
We'll just have to go our separate *ways*.

Metaphors

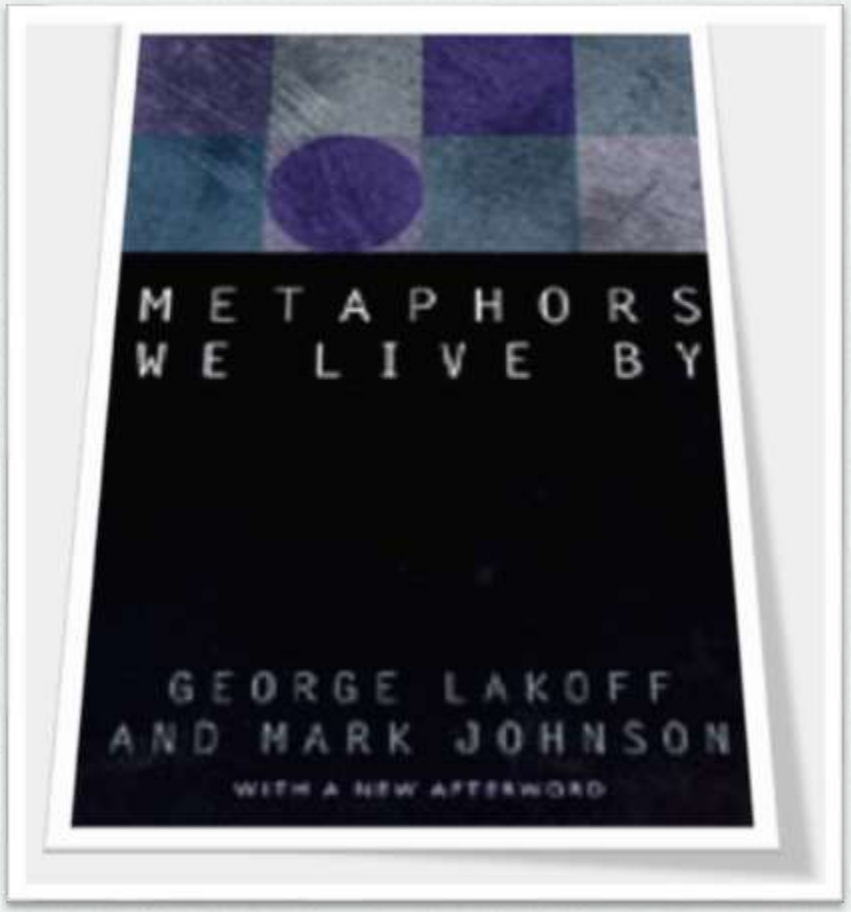
Saying things by analogy

The mind is inherently embodied.

Thought is mostly unconscious.

Abstract concepts are largely metaphorical.

George Lakoff



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What’s the opposite of playing?

Any thoughts?



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

S. Brown

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Why these companies use LSP?

And there are plenty more...!





















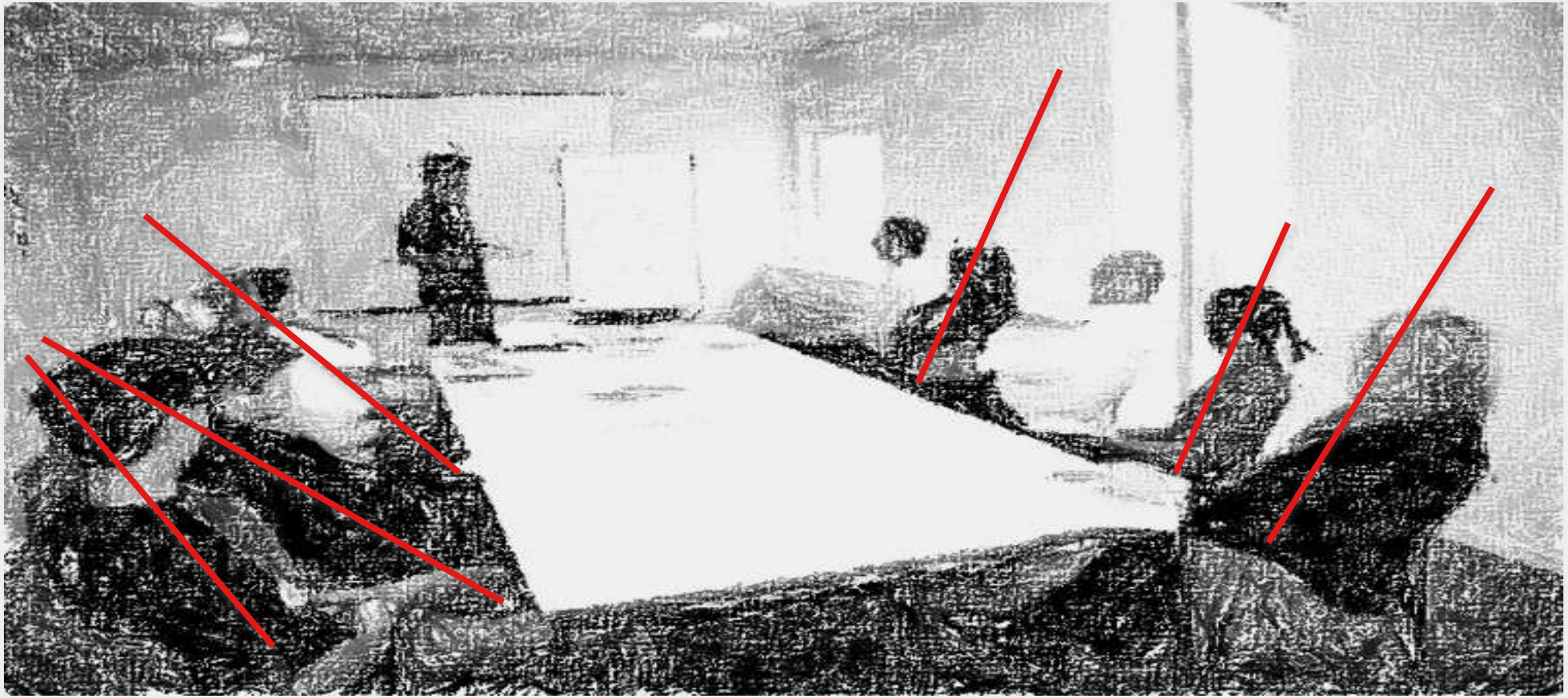




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Does this seem familiar?

Lean backward meetings



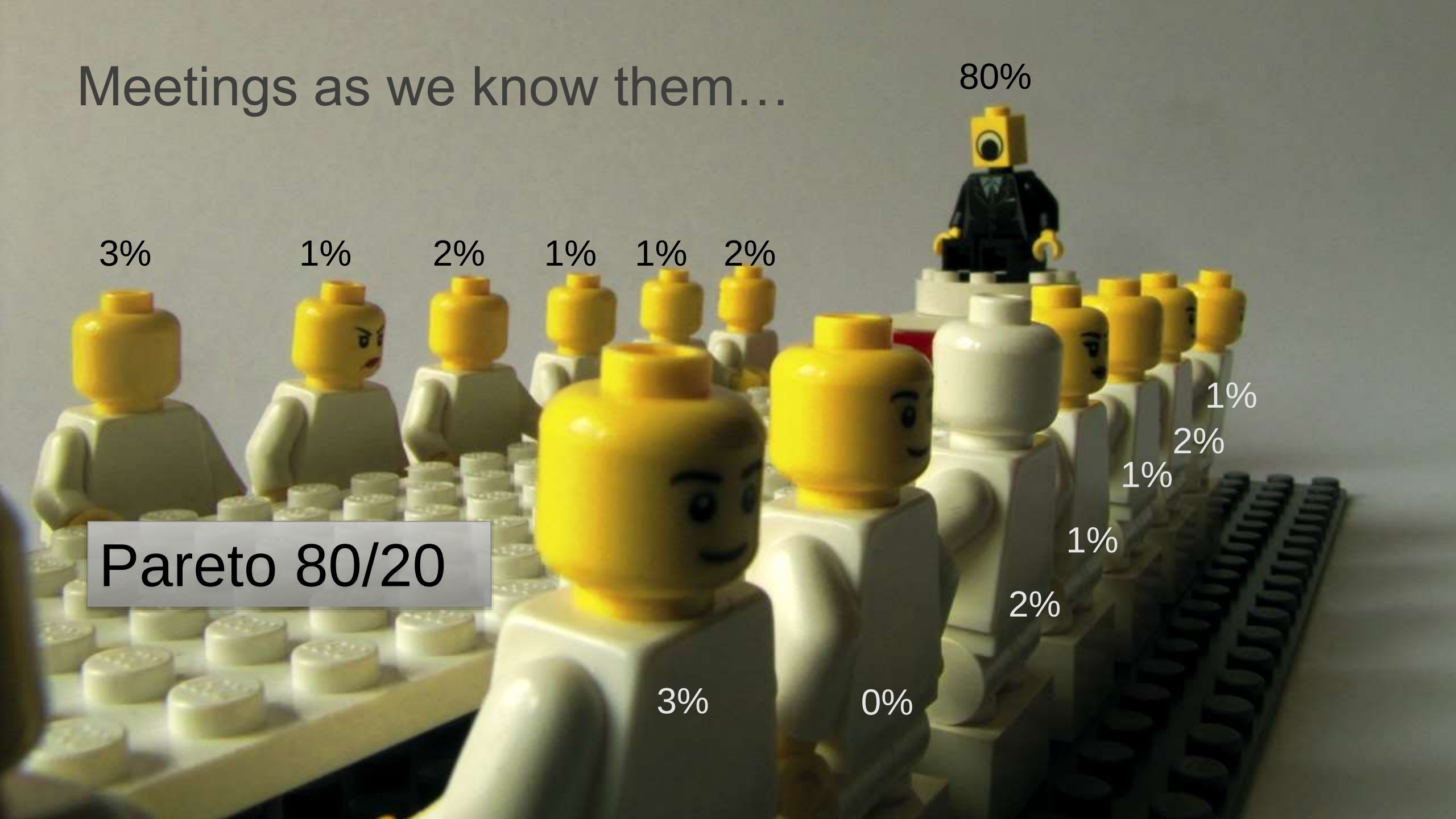
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Change attitude by changing posture

Lean forward meetings



Meetings as we know them…

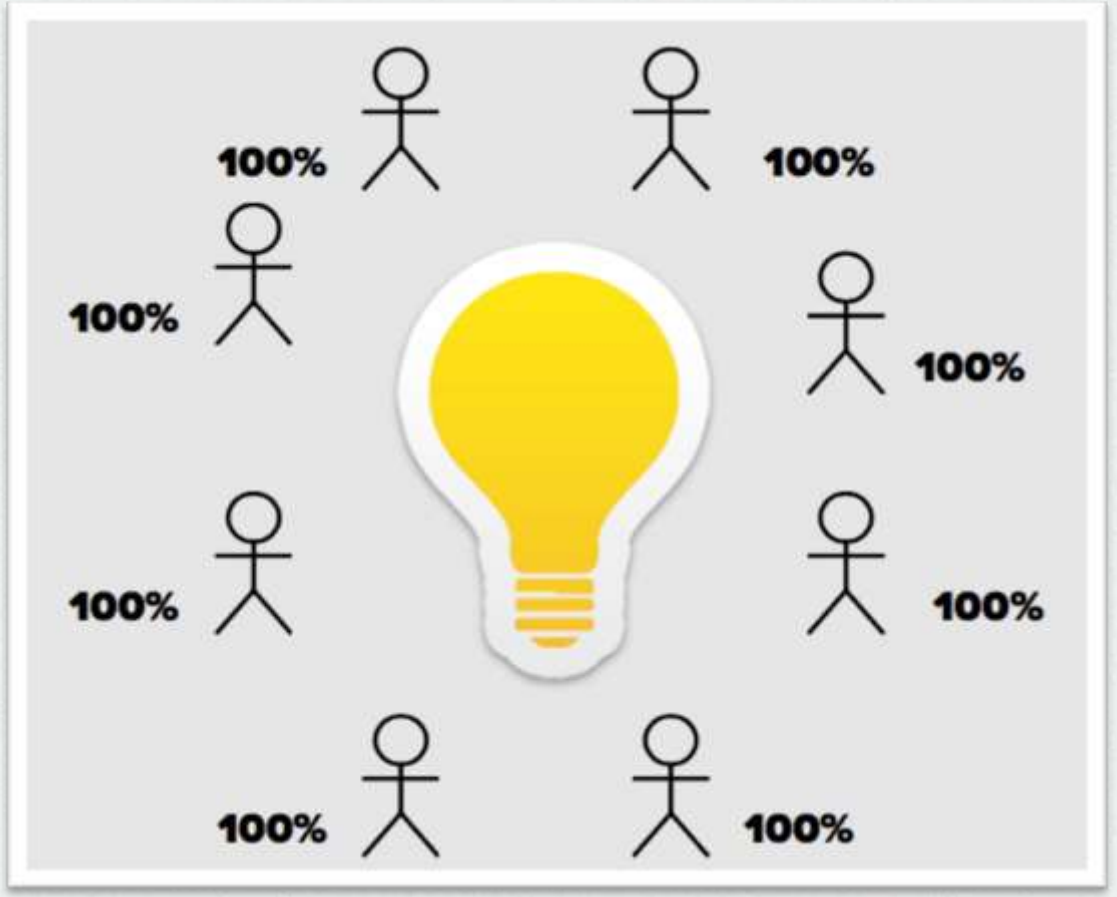


From Pareto to Participation

Get the most of 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.

Charles Leadbeater 2008



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LSP is all about stories, narratives…

Imagination needs words. And objects.

Sometime reality is too complex.
Stories give it form.

Jean-Luc Godard



How many types of imagination?

More than you think!



Descriptive
Identify Patterns & sense making

STRATEGIC
IMAGINATION

Creative
Combine & transform the existing

Challenging
Deconstruct & sarcasm

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Bricks are a common Language

Find new ways to share and create ideas



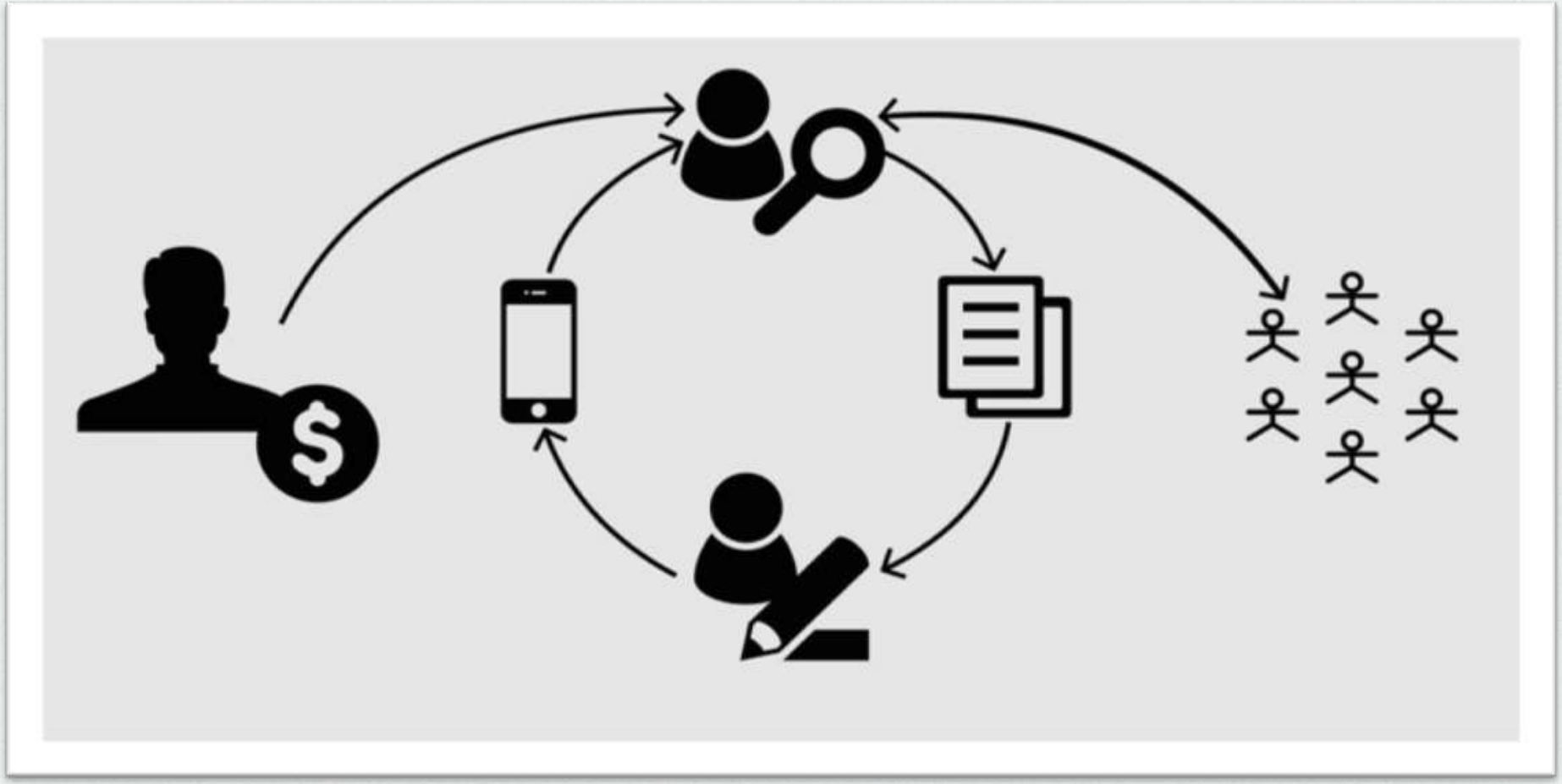
The final Challenge!

Ready?



We can challenge and change this

Remember?



…And enact a true collaboration

Bringing everyone around the table



Collaboration is participation

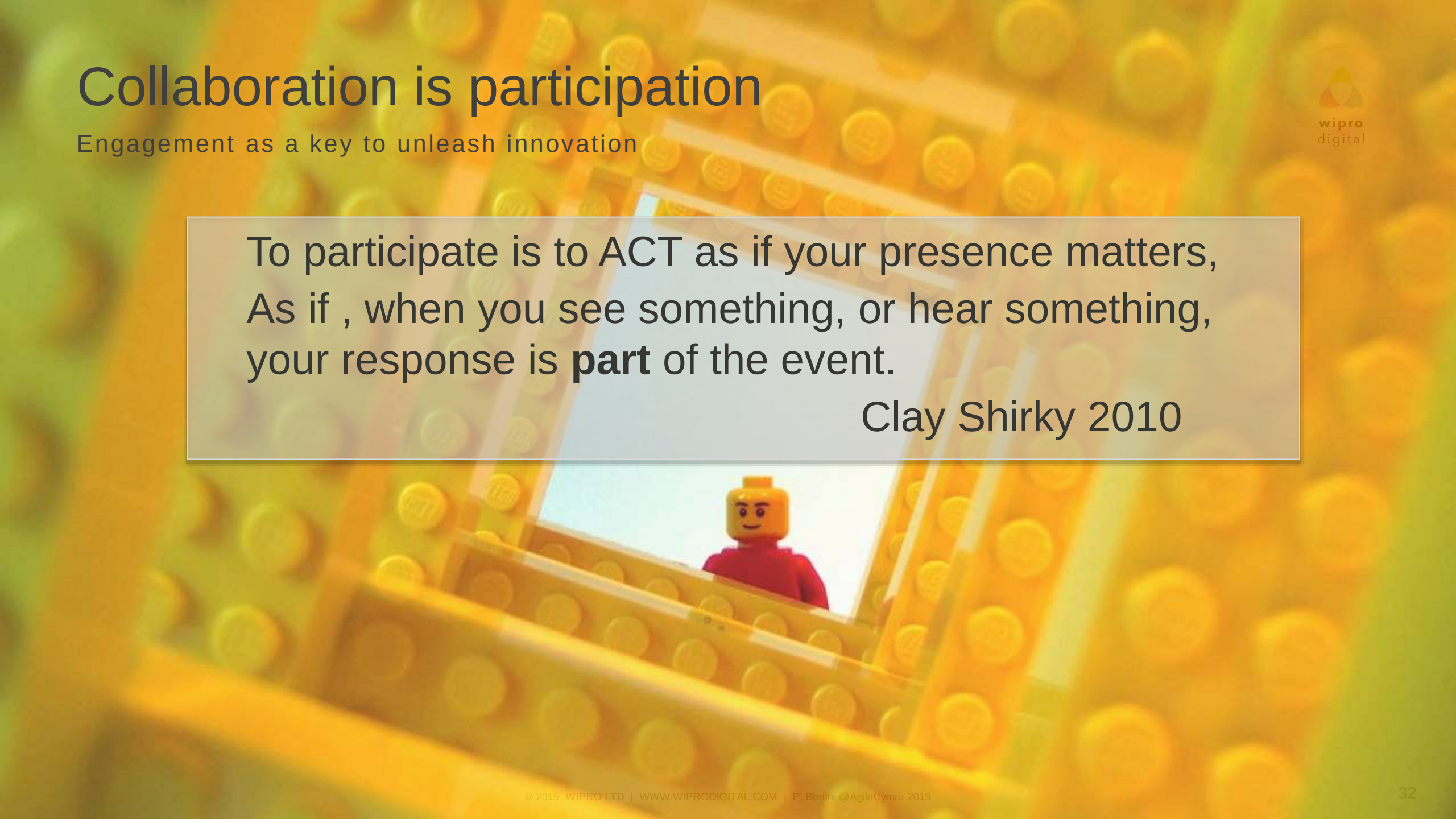
Engagement as a key to unleash innovation

wipro digital

To participate is to ACT as if your presence matters,

As if , when you see something, or hear something, your response is **part** of the event.

Clay Shirky 2010

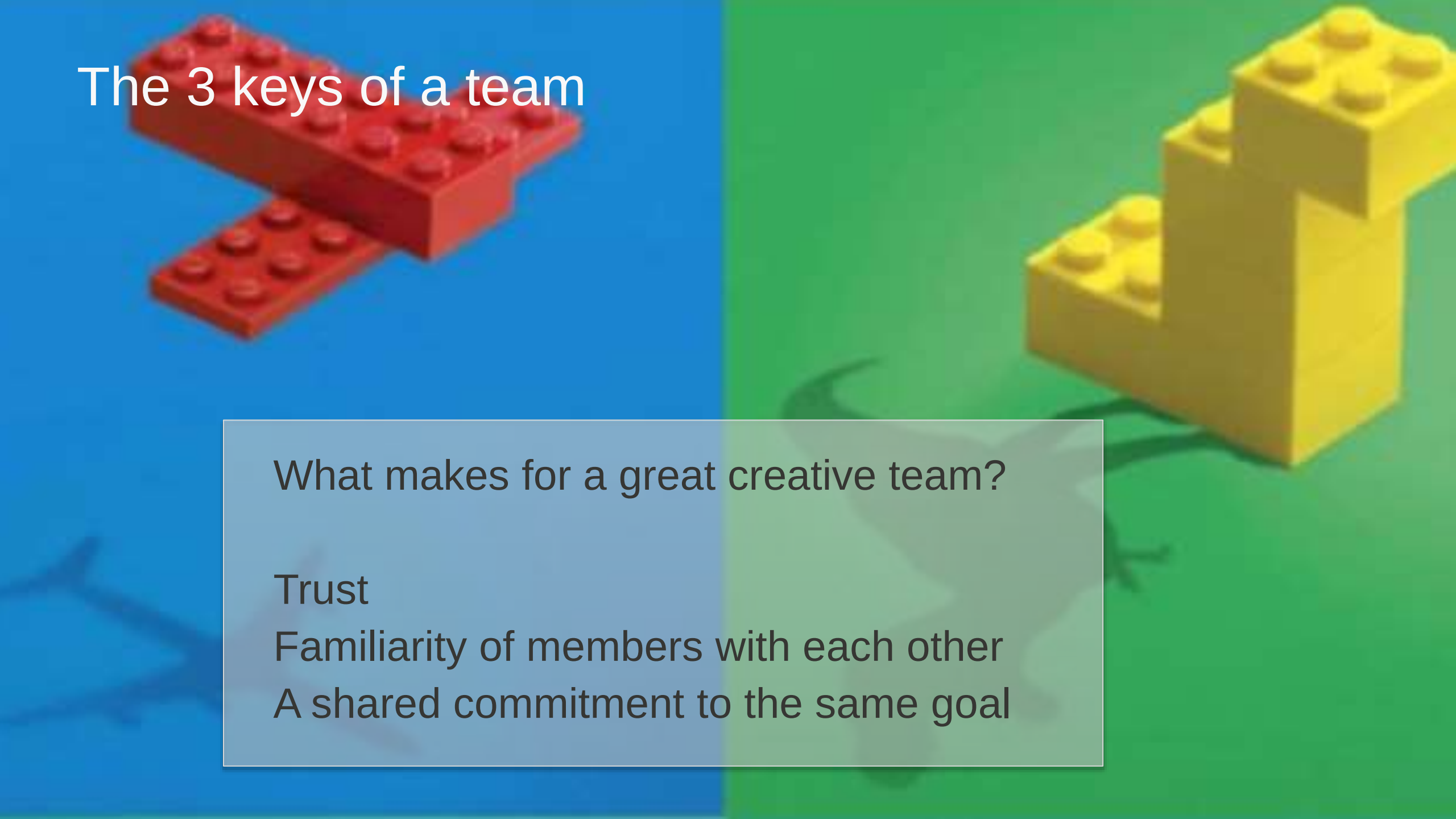


From I to Team

You can discover more about a person in an hour of play than in a year of conversation.



The 3 keys of a team



What makes for a great creative team?

Trust
Familiarity of members with each other
A shared commitment to the same goal

The power of play

It’s not just about collaboration!



Play triggers competition and cooperation, tenacity and joy.

When people are playing they take risks they would not ordinarily take.

Play transforms problems into challenges, serious into fun, one right answers into many possible outcomes.

Bruce Nussbaum 2013

How LSP helps a better Agile?

How LSP help collaboration & communication

More participation
More stories
More ideas
More insights
More **ownership**
More fun
More conversations
Easier negotiation
Better decisions
Better understanding
Better communication





Questions?

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