

Hand-out: Om Lego's Serious Play



Build your way to better business – a powerful tool designed to enhance innovation and business performance

Tap into the hidden expertise of your organization

Transform insight and awareness into commitment and shared goals

The LEGO® SERIOUS PLAY® methodology is an innovative process designed to enhance innovation and business performance. Based on research which shows that this kind of hands-on, minds-on learning produces a deeper, more meaningful understanding of the world and its possibilities, the LEGO® SERIOUS PLAY® methodology deepens the reflection process and supports an effective dialogue – for everyone in the organization.

The LEGO® SERIOUS PLAY® methodology is an innovative, experimental process designed to enhance innovation and business performance.

“You can learn more about a person in an hour of play than you can from a lifetime of conversation”
Plato