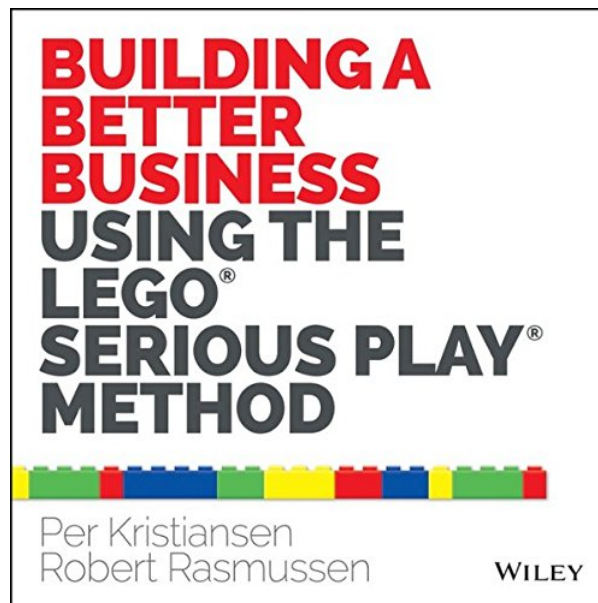


BUILDING A BETTER BUSINESS USING THE LEGO SERIOUS PLAY METHOD BY PER KRISTIANSEN, ROBERT RASMUSSEN



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Per Kristiansen
Robert Rasmussen

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From the Back Cover

THE SERIOUS BUSINESS OF PLAY

Building a Better Business Using the LEGO SERIOUS PLAY Method offers a creative approach to innovation and enhanced business performance by putting the focus on unleashing play in order to unlock the human potential within organizations.

Based on years of research and written by Per Kristiansen and Robert Rasmussen—the two original Master Trainers for LEGO SERIOUS PLAY—the book clearly shows how the method can develop teams, people, relationships, and ultimately improve business. By merging play with organizational development, systems thinking and strategy development, LEGO SERIOUS PLAY has shown to improve the quality of meetings, accelerate the innovation processes, promote team growth, and enhance better communication.

Filled with illustrative examples, the book shows how building with LEGO bricks unleashes the imagination and potential that is normally untapped by the logical mind. As the authors explain, this is an innovative “hands-on, minds-on approach.” Throughout the book, they explore the theory as well as the practical implementation of LEGO SERIOUS PLAY that can dramatically improve organizational performance.

The method has proven to be successful in organizations, of all types, all over the world. It has been used by local governments, global service companies, big banks, start-ups, internationals, and manufacturing companies, and has the potential to maximize synergy among teams within any organization.

About the Author

Per Kristiansen is owner and partner at Trivium. Previously, Per was the global head for the LEGO SERIOUS PLAY business unit in LEGO. He is a master trainer of the LEGO SERIOUS PLAY methodology, and also serves on the board of Bonding, a global training company.

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BUILDING A BETTER BUSINESS USING THE LEGO SERIOUS PLAY METHOD BY PER KRISTIANSEN, ROBERT RASMUSSEN PDF

Unleash innovation potential with creative, serious play

Building a Better Business Using the LEGO® SERIOUS PLAY® Method delivers a creative approach to enhancing innovation and improving business performance, with the focus on unleashing play. Written by the two original Master Trainers for LEGO SERIOUS PLAY (LSP), the book outlines how LSP can develop teams, people, relationships and business . Based on the merging of play with organizational development, systems thinking and strategy development, LSP can foster improved meetings, faster innovation processes, team growth, and better communication.

The belief that everyone intends to "do good" and has the potential to do it is at the heart of LSP. The method nurtures the idea that everyone in an organization can contribute to discussions and outcomes. Building with LEGO bricks is a type of creative play that triggers a different kind of thought process, unleashing imagination and potential that is frequently untapped by the logical mind. The book explains this hands-on, minds-on approach, and discusses the theory as well as the practical implementation of LSP. Topics include:

- Observation of internal and external interaction dynamics
- Fostering a free and honest exchange of opinions
- Suspending hierarchy for better, more effective communication
- Facilitating change by encouraging exploration

The LEGO SERIOUS PLAY method is employed by start-ups and multinational corporations alike to maximize synergy among teams and throughout organizations. For leaders looking to boost effectiveness and see better results, Building a Better Business Using the LEGO® SERIOUS PLAY® Method is a comprehensive introduction to this creative management technique.

- Sales Rank: #84850 in Books
- Published on: 2014-07-21
- Original language: English
- Number of items: 1
- Dimensions: 8.02" h x .48" w x 8.02" l, .79 pounds
- Binding: Paperback
- 240 pages

From the Back Cover

THE SERIOUS BUSINESS OF PLAY

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the human potential within organizations.

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Filled with illustrative examples, the book shows how building with LEGO bricks unleashes the imagination and potential that is normally untapped by the logical mind. As the authors explain, this is an innovative “hands-on, minds-on approach.” Throughout the book, they explore the theory as well as the practical implementation of LEGO SERIOUS PLAY that can dramatically improve organizational performance.

The method has proven to be successful in organizations, of all types, all over the world. It has been used by local governments, global service companies, big banks, start-ups, internationals, and manufacturing companies, and has the potential to maximize synergy among teams within any organization.

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Most helpful customer reviews

10 of 10 people found the following review helpful.

Great resource for pitching LSP

By Francis Joseph Tagle

I was introduced to Lego Serious Play when I read Jonathan Bender’s “Lego: A Love Story” a year ago. I’ve been looking for a career path that would involve Lego – either working AT Lego, or working WITH Lego. This was my light-bulb moment, but there were obstacles. Aside from the expensive sets, I had to get accredited to really learn about the methodology. I planned to earlier this year but circumstances did not allow it, so I resorted to doing tons of research online. Problem was, most of the material was too technical (felt like I was back in college again) and were repeating each other. I couldn’t really grasp the concept until Per Kristiansen and Robert Rasmussen came out with this book.

The book starts out with the LSP journey going back to the mid 90s, how Kjeld Kirk Kristiansen was seeking out ways to improve techniques on developing strategies within The Lego Group. I was surprised to find out that majority of the development of LSP were mostly done by what one would consider outsiders of the company. It also delved on how Lego Education had a role in the development of LSP, how it became a part of TLG, and eventually how it transformed into an open source process. It made me more appreciative of the method and the hard work that went into it.

It then branches out into 3 parts. The first part, titled “The Lego Serious Play Territory”, covered the business needs that LSP can provide a solution, the power of the Lego brick, what serious play meant, and

how it all came together to create a unique and innovative methodology. This part helped me out a lot as to how I can pitch LSP to potential clients. It illustrated the advantages of LSP compared to typical meetings and/or group sessions. This section deepened my understanding of the Core Process and the different Application Techniques of LSP. As someone who has not undergone an LSP Facilitator Training, this part was very informational.

The second part, “Lego Serious Play: The Science Platform”, discussed the different theories and research that contribute to the validity of LSP. Most of the info here have been discussed in detail from my online research (particularly constructionism and constructivism). What I learned here was the concept of Flow, and the different types of imagination involved in LSP. This was also the part where the book demonstrated LSP through an individual exercise. With the exercise, I truly felt that people will really think differently with their hands building something rather than just talk it out. It’s true when they say that sometimes an experienced builder can have a harder time doing LSP than a Lego newbie.

The third part showed examples and case studies wherein LSP was used by different companies (even in the Education sector), what their needs were, and what their respective outcomes were after LSP intervention. It also clarified some misconceptions about LSP, and how LSP was being used within TLG, which was not as often as one would think for surprising but understandable reasons.

As a relatively new member of the LSP community with no experience yet in the methodology, the book was quite an eye opener for me. It gave me a preview of what the LSP is REALLY all about: how it can benefit businesses, how it works, and how it can be used in different ways in different types of organizations. For experienced LSP practitioners, the book can be used as part of their pitch when introducing LSP to an organization that has not heard of it. Either way it’s a very informational book that’s worth the price compared to other business books.

3 of 3 people found the following review helpful.

A Remarkable Business History Book

By Robin Lynn

Building a Better Business Using the LEGO® SERIOUS PLAY® Method is a fascinating account that details the evolution of an intervention intended to help a mega-sized toy maker unlock human potential within its own organization. Performance improvement and strategic planning professionals will appreciate the authors’ keen attention to insights gained and full disclosure of lessons learned.

Authors Per Kristiansen and Robert Rasmussen were instrumental in developing the LEGO® SERIOUS PLAY® (LSP) method when it began as a research idea inside the LEGO corporation in 1996, managed it when it was owned by the independent company Executive Discovery as well as when it returned to The LEGO Group as a business unit.

Kristiansen and Rasmussen also developed and delivered the first facilitator training programs for the LSP method which has been used as a thinking, communication, and problem solving technique for a variety of organization types since 2001. Since that time, the technique has been used globally by governments and municipalities, service organizations, financial institutions, start-ups, the manufacturing industry, and many others. Kristiansen and Rasmussen continue to train and certify facilitators in LSP around the world today.

At its core, LSP is a facilitated process in which participants use LEGO bricks to build and ascribe meaning to three-dimensional models. This method is based in part on learning theories (namely constructivism and constructionism) which suggests that a hands-on experience produces a deeper, more meaningful understanding of the world and its possibilities. This results in participants being able to communicate more

effectively, engage their imaginations more readily, and to approach their work with increased confidence, commitment and insight.

With accounts that span from LEGO company headquarters in Denmark to the Imagination Lab in Lausanne, Switzerland where researchers Bart Victor and Johan Roos first piloted and documented the LSP process, to Rasmussen's farmhouse in Connecticut where much research and education took place, the successes and trials of LSP are laid bare for examination and reflection and most of all, learning.

In addition to 18 different case studies and other examples of practical applications, Kristiansen and Rasmussen also tackle some of the most common misconceptions about LSP and make clear that despite its widespread applications, LEGO does not attribute its successful financial turn-around in the mid-2000's to LSP.

Building a Better Business Using the LEGO® Serious Play® Method is not a how-to book. Rather, it provides clear, well organized information about the key concepts and applications of LSP and the scientific principles upon which it is based. For example, one chapter details specific neuroscience concepts and describes how LSP activates attention density, encourages semantic processing, and supports long-term memory recall.

This is a remarkable business history book. LEGO SERIOUS PLAY was not conceptualized by product strategists or developed by LEGO to reach a new market segment; it was merely an idea for internal use. Only when the company saw its potential did it evolve and begin to transform. Today, LSP is an open-source process used by a diverse group of trained and certified facilitators all over the world on several continents. Its universal applications are used effectively in many different cultures and languages.

4 of 5 people found the following review helpful.

Let the business community rejoice! This book is a gift.

By Lesa Nichols

Recently, the so-called Soft Side of business has become a red hot topic. That's a good thing. However, a lot of the reading material on the topic is this person's approach or a book of stories and slogans. I have searched for years for something deeper that is approachable, practical and not a passing fad. I have found my answer in the LEGO SERIOUS PLAY method. And, now we have a book that explains the "who, what, where, when and why" of how LEGO SERIOUS PLAY works to the advantage of all types of organizations.

This book is a gift for those seeking a well proven method of activating the human power in their business. Along with clear explanations and graphics, the authors have compiled an impressive collection of case studies. On top of that is a completely approachable review of the supporting science.

I have experienced LEGO SERIOUS PLAY sessions and am amazed at the insights pulled from individuals that smoothly become group insights. However, when I try to explain it to others, my mind spins off into a million directions. So do my accolades: "The real people, doing the real work come together and work through the challenges and complexity of their situations. When you leave, you have an agreement. There are no more meetings after the meeting!". Often that just fuels the fire of interest with other people and I leave it at "You just have to try it. There really isn't a way to explain it."

Not anymore! I recommend this book and then we can have an intelligent conversation. There is a reason this book is so well grounded. "Building a Better Business Using the LEGO SERIOUS PLAY METHOD" was written by Per Kristiansen and Robert Rasmussen, the chief developers of the system. I am very grateful to them for developing LEGO SERIOUS PLAY as a strategy for the business community. I might be even more grateful for their outstanding success in creating a book to serve as a bridge to business leaders seeking a solution to untapped human potential. A heartfelt thank you and Congratulations to Per and Robert.

See all 24 customer reviews...

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