



LEGO®
SERIOUS PLAY® - SERIEUSEMENT LUDIQUE

Move Forward Effectively Together !



Solve challenges in a playful, collaborative, creative and effective way.

LEGO® SERIOUS PLAY® is a powerful, 3D based approach that uses LEGO® bricks as a medium to bring original ideas to life and quickly deliver solutions.

The methodology was developed by the LEGO® management and two professors of the Institute for Management Development (IMD) in Lausanne and consists in promoting a professional context different from every-day life, seriously playful and therefore conducive to the emergence of new perspectives.

It calls on collective intelligence and is very effective to start or accelerate the development of a project and to support strategic and/or organisational thinking.

At the team level, it will develop cohesion, improve communication, encourage creativity and innovation, as well as facilitate the implementation of changes.



Workshops from 2 hours to 2 days, 3 participants minimum
Within company walls or elsewhere
In French and English
Price upon request



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Individual - Group - Enterprise



Ariane Wunderli
LEGO® SERIOUS PLAY® Certified Facilitator

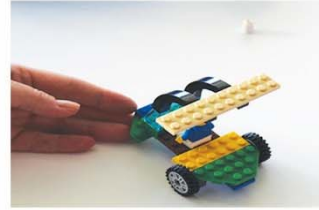
My passion is to bring out the potential around me, whether in a company, a group or an individual.

I have extensive experience in the management of marketing and multi-language communication projects (visual communication, multi-media, public relations, events for 20 to 400 people in Switzerland and abroad). This experience has been gained from professional networks of multi-level managers in the field of adult training, services and multi-cultural environments.

Also an energy therapist, I use for individual consultation, a tool halfway between traditional medicine and quantum physics, which allows freeing the energies and blocked potentials of customers.

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12 reasons to adopt " LEGO® SERIOUS PLAY® - SERIEUSEMENT LUDIQUE "

in business

1. Develop quickly

The duration can vary from 2 hours to 2 days and allows to build and test new bases of collaboration and development.

Only one conference room is needed, so setting up a session can be very quick.

After a single workshop, a follow-up or a new project with the same participants requires much less familiarization time.

2. Stimulate effectiveness

The active participation of everyone, at each step, allows the group of participants to improve their way of thinking and acting together, to be more effective, to make better decisions by aligning the challenges, goals and actions. It certainly allows more imagination and creativity in the development strategy.

3. In 3D, it's concrete and easy to remember

An image or model is worth a thousand words. By building in 3D, it is much easier to remember ideas and visions shared by all. Photos and videos will also serve to support the post-workshop.

4. Effectively deploy creativity and imagination

Original and simple, this tool frees the creativity and imagination of many participants, who in other situations would remain silent and non-participatory.

5. Facilitate freedom of expression

The playfulness and the metaphorical language of the method makes it possible to put each participant in confidence because the attention is focused on the model and not on the person. The certified facilitator also guarantees a sharing of cooperation.

6. Involve, innovate and build

Imagine the path to reach a goal, create and present a prototype, test a scenario, materialize a concept, plan the stages of a project, define the bases of a future partnership, prepare effectively and involve the people concerned by a change ... the applications are multiple !



Which possible applications for which departments ?

- Management : Managerial vision at 3 or 5 years
- Strategy : Realize a merger / conquer new markets / lay the foundations for a new partnership
- After-sales : Improve the customer relationship and the after-sales service
- HR : Optimize the dynamics of a centralized or decentralized, international or multi-country team
- Finance : Define the risks and associated budgets
- Logistics : Optimize the production chain
- Marketing : Develop new products / services / concepts
- R & D : Design thinking

Want to know more ?

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7. 100% of participants contribute

Thanks to the well-structured LEGO® SERIOUS PLAY® (LSP) methodology, each participant feels secure. Extroverts, introverts, leaders or followers, all are assured to have enough time to present their ideas or their vision.

8. Develop a common vision and language

LEGO® bricks are used to build metaphors which facilitates a common vision of a given theme and to improve communication within the team. The cultural and educational differences are thus diminished and the cohesion of the group is strengthened.

9. 1 + 1 + 1 = 111 or the power of collective intelligence

"Alone we move quickly, but together we move further". Each participant is concretely involved and understands his personal benefit to collaborate with the group; his own performance becomes better than if he worked in isolation.

10. Manage risks and complexity

3D and landscape modeling of complex situations offers the opportunity to "play" different scenarios without taking risks and to anticipate the measures to be taken. The playful and creative dimension of the methodology makes it possible to step back and take important decisions while remaining focused.

11. Go deep and extract

LSP is a multi-sense method; the information is received according to several sensory modes (intellectual, emotional, visual, ...), which make the ideas emerge with more diversity and effectiveness. In addition, the playful universe relaxes the mind, increases positive thinking and promotes the emergence of underlying ideas and concepts.

12. Structure and define a guideline

After a first step of group sharing, the method also allows to structure, in the second step, the different ideas, to define the priorities, visions and guidelines for a group or a project.

