



Workshop Guide: What to Expect

1. Welcome & Introduction

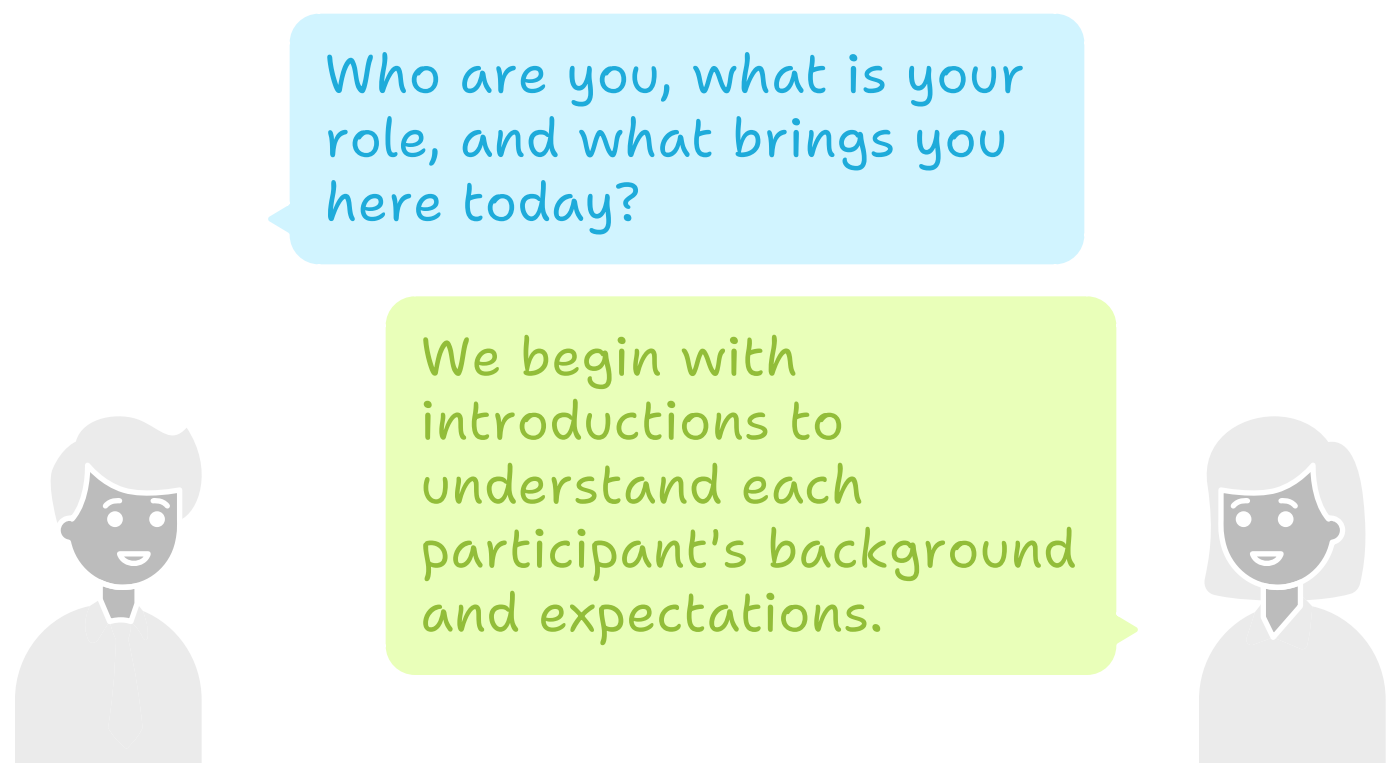
Every LEGO® Serious Play® workshop follows a structured, yet creative flow designed to bring out the best in participants.



2. Breaking the Ice

We begin with introductions — who you are, your role, and what brings you here today. Some participants may already love LEGO®, while others may feel unsure or skeptical. This first conversation helps open the group up and sets the tone.

Introductions

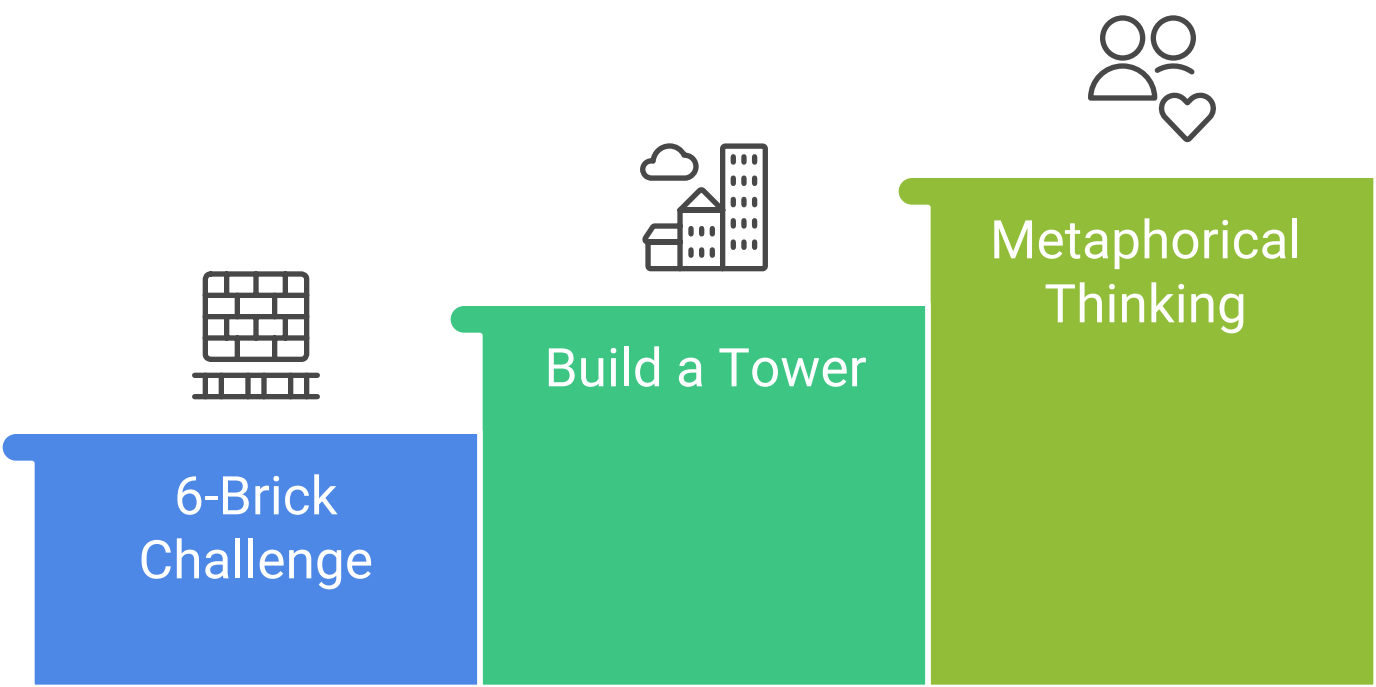




3. Warming Up with the Bricks

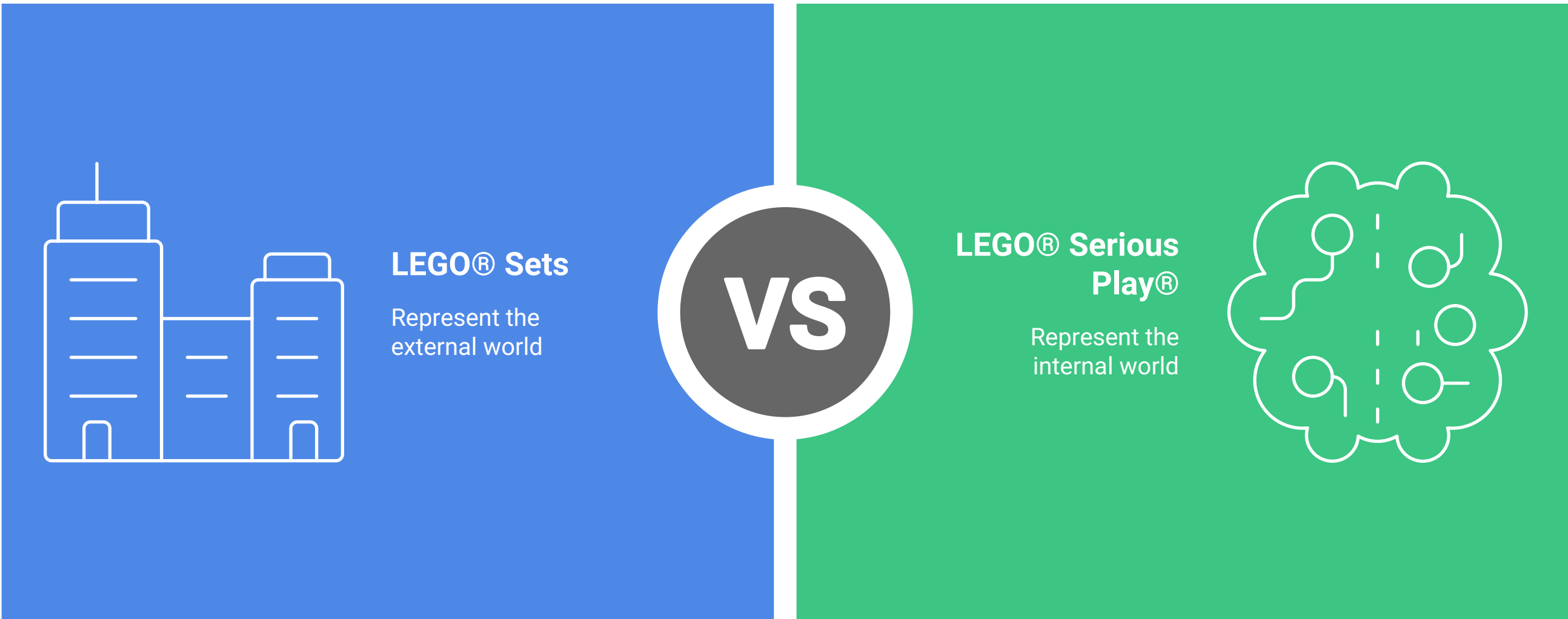
Next comes a warm-up activity. We start small, using simple builds like the **6-brick challenge** or a short task such as “Build a Tower with You in It.” These exercises help participants get comfortable with the bricks, open their minds to metaphorical thinking, and begin telling stories.

Journey to Metaphorical Thinking



This is also where we highlight an important difference: LEGO® sets usually represent the **outside world** (cars, buildings, characters), while LEGO® Serious Play® builds represent the **inner world** — using metaphor to express ideas, challenges, and perspectives.

Building the Outside World vs. Exploring the Inner World.





4. Setting the Objective

After the warm-up, we outline the objective of the session. This is tailored for each client — it could be exploring strategy, solving a problem, generating new ideas, or reflecting on team culture.



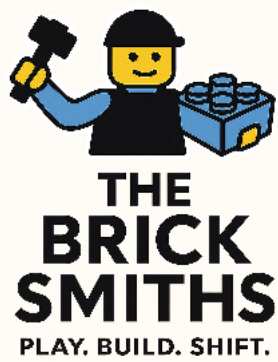
5. The LEGO® Serious Play® Method

Each activity follows a structured four-step process:

1. **Question** – Participants are prompted with a carefully designed question.
2. **Build** – Everyone builds a model to represent their response.
3. **Share** – Each participant tells the story of their build in a safe, inclusive space.
4. **Capture** – Key insights are recorded with post-its, photos, or video, ensuring outcomes are preserved.

LEGO® Serious Play® Method

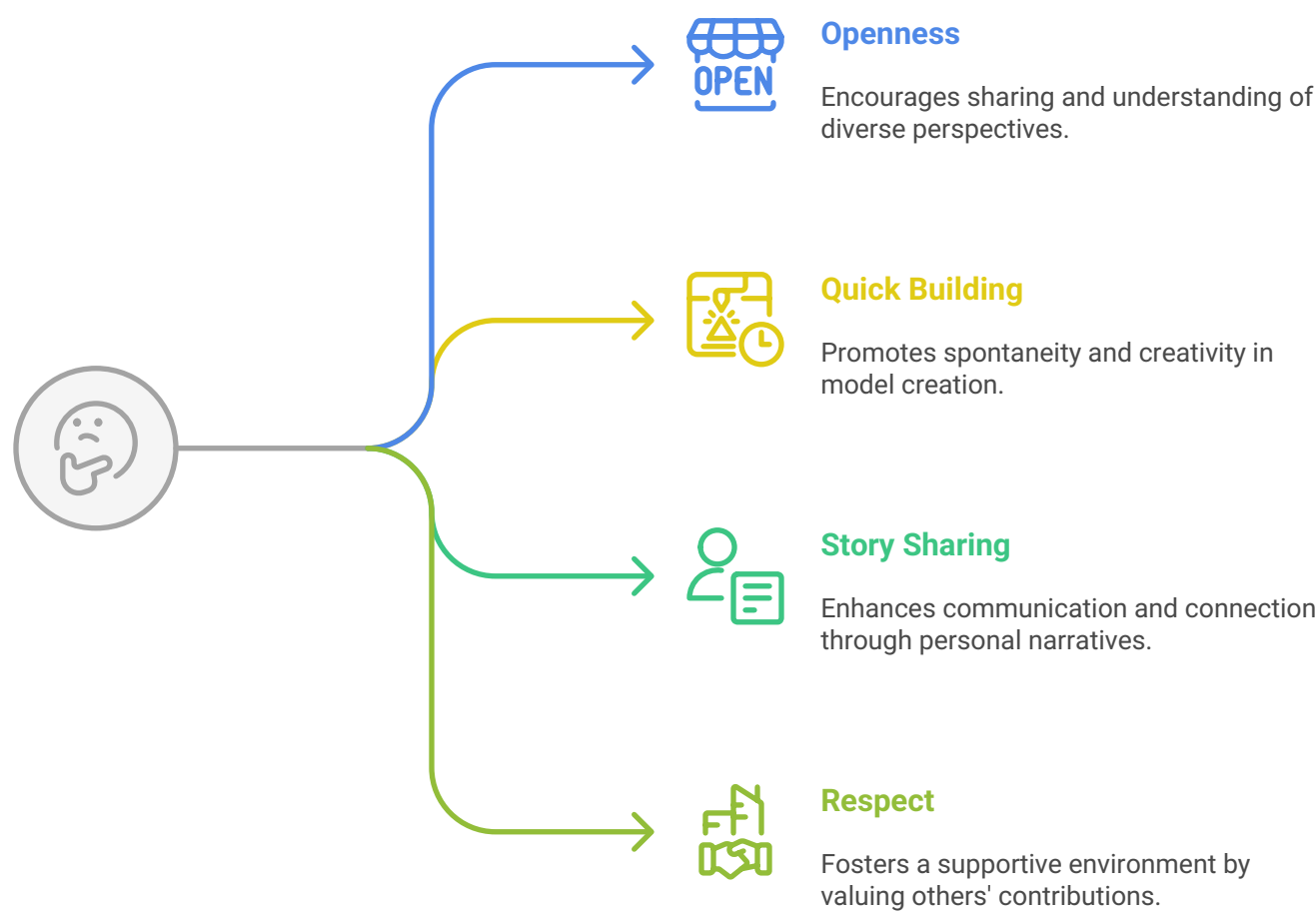




6. Your Role as a Participant

In these workshops, **everyone has an equal voice**. There are no right or wrong builds — what matters is the story behind your model. Be open, build quickly, share your story, and respect the contributions of others.

How should I approach the workshop?



7. Types of Builds

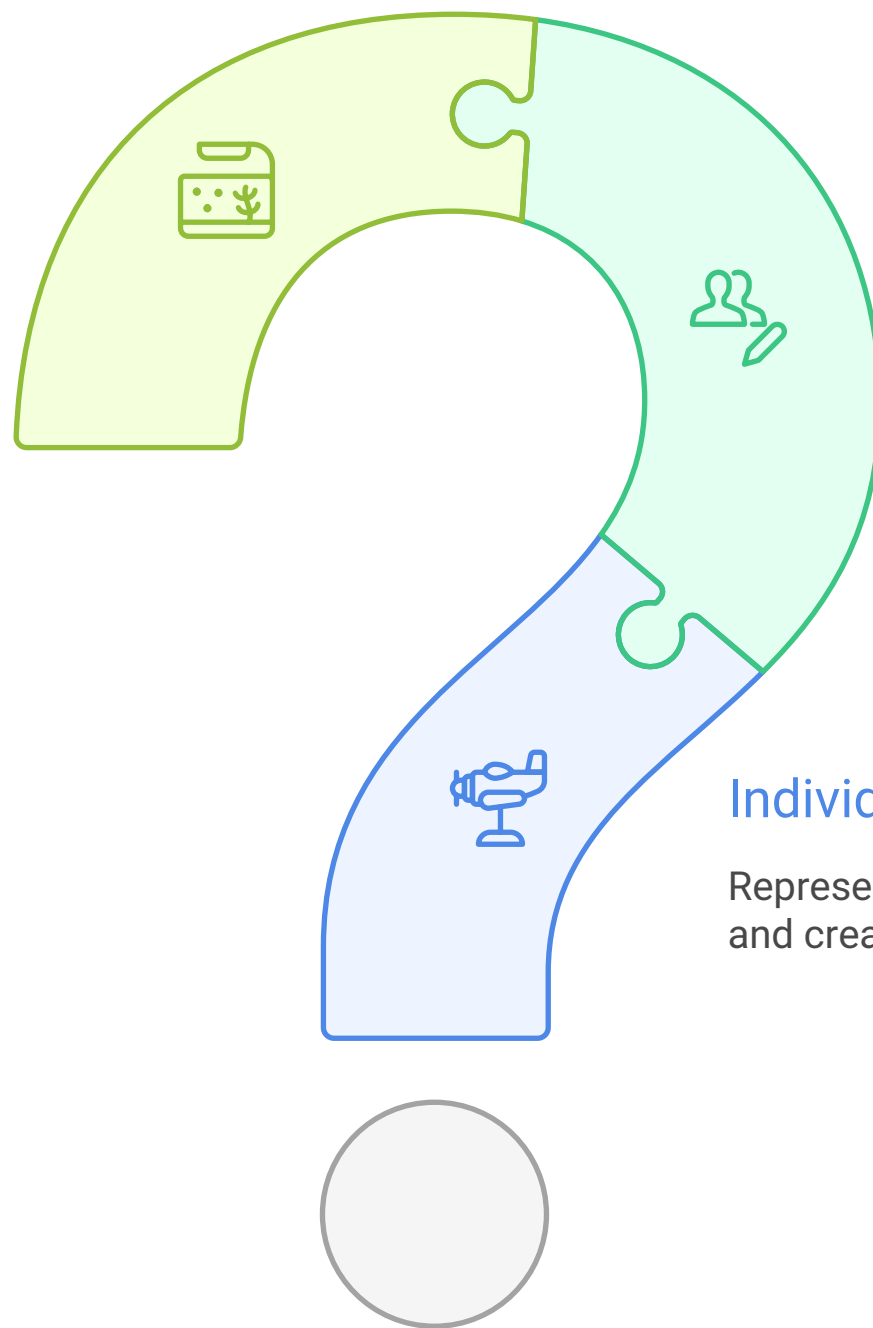
Depending on the workshop length and objectives, sessions may include:

- **Individual Models** – built alone, representing personal ideas.
- **Shared Group Models** – combining builds to represent a collective vision.
- **System / Landscape Models** – mapping multiple agents and influences in relation to each other.

Which type of LEGO® Serious Play® model should be built?

System / Landscape Models

Maps multiple agents and influences in relation to each other



Shared Group Models

Combines builds to represent a collective vision

Individual Models

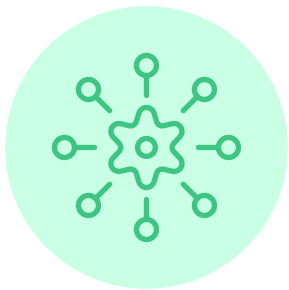
Represents personal ideas and creativity



8. Group Size & Facilitation

Workshops are most effective with **5–7 participants per table**. Larger groups are divided into smaller tables, with the facilitator guiding each group simultaneously to ensure everyone can build and share meaningfully.

How to optimize workshop group size for effective participation?



Small Groups

Enhance individual engagement and meaningful sharing



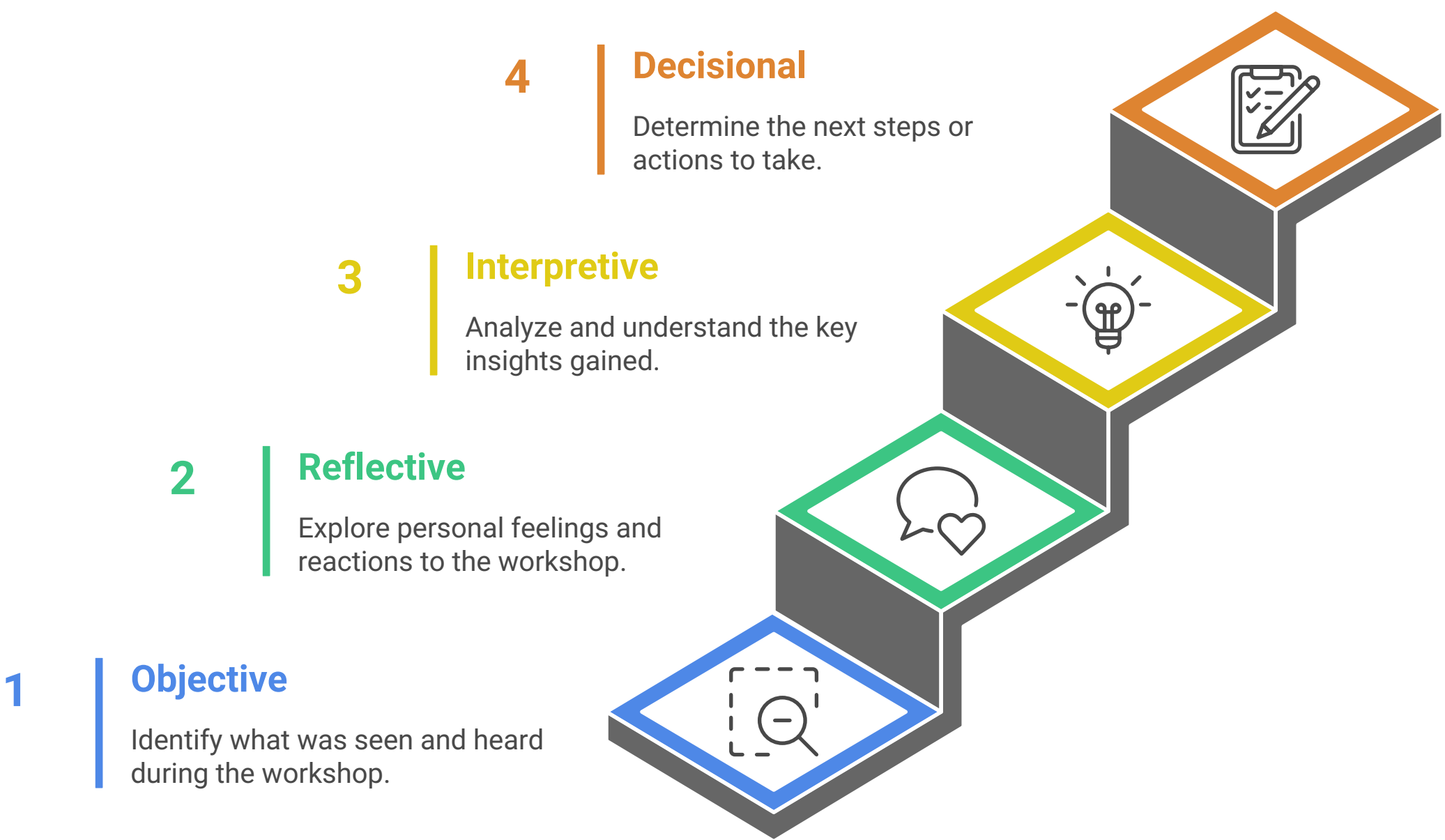
Large Groups

Require division and simultaneous facilitation

9. Reflection & Wrap-Up

We conclude with a final reflection activity using the **ORID framework**:

Achieving Clarity with ORID





10. What You’ll Walk Away With

By the end of a session, participants leave with:

Workshop Outcomes

New Insights

Gain understanding of challenges and opportunities.

Team Connection

Improve communication and strengthen team bonds.

Practical Strategies

Learn strategies that can be applied right away.

Shared Creativity

Foster collaboration and a creative environment.