Build to Lead

How Lego Bricks Can Make You a Better Leader
Who we are

Donna Denio

- Design, construction, and marketing background.
- Passionate about teamwork and generating productive relationships.
- Ten years ago, her search for ways to optimize team performance connected her with Lego Serious Play.
- MBA from Northeastern University and Architecture and Interior Design, University of the Philippines.

Dieter Reuther

- Software, technology, operations, and design background.
- Balancing creative chaos with structure to bring the best out of teams and individuals.
- A Six Sigma project analyzing project efficiencies brought him to Lego Serious Play.
- MBA from George Fox University and Mechanical Engineering, Technical University, Munich, Germany.
What is Lego Serious Play?

- Facilitated team thinking and problem-solving process
- Imagination
- Storytelling
- Metaphors
- Lean-in
The Process

CHALLENGE

CONSTRUCT  SHARE  REFLECT
Building Etiquette

- Trust your hands.
- Start building even if you have no idea what to build.
- Don’t “have a meeting with yourself” – too much thinking gets in the way.
- Use both hands to activate your whole brain and access more knowledge.
- Everybody shares.
- Questions are always about the model.
Warm-up: Share YOU

- Build something you want people to know about you.
- Three minutes.
Warm-up: Share YOU

- Build something you want people to know about you.

3 minutes
Warm-up: Share YOU

- Share the story of your model at your table.
- One minute each.

6 minutes
Imagination and Storytelling

You can tell a powerful story with a single brick.
Imagination and Storytelling
Metaphors provide a way for people with different values, experiences and perspectives to gain an understanding.
Leadership Strength

- Build the leadership strength of which you are the proudest.
- Three minutes.
Leadership Strength

- Build the leadership strength of which you are the proudest.

3 minutes
Leadership Strength

- Share the story of your model at your table.
- One minute each.

6 minutes
Team and Communication

- Take a few minutes to read the case study.
Team and Communication

- Build how you would feel if you were a member of the team covered in the case study.
- Three minutes.
Team and Communication

- Build how you would feel if you were a member of the team covered in the case study.

3 minutes
Team and Communication

- Share the story of your model at your table.
- One minute each.

6 minutes
Team and Communication

- Build one action you would take if you were the team leader.
- Three minutes.
Team and Communication

- Build one action you would take if you were the team leader.

3 minutes
Team and Communication

- Share the story of your model at your table.
- One minute each.

6 minutes
From individual models to a landscape

Individual Models

Landscape / Super Story

See the big picture, create meaning, identify patterns or a thread.
Team and Communication

- You just built one action you would take if you were the team leader.
- Now, arrange all models at your table in a landscape / super story.
- Fifteen minutes.
Team and Communication

- Arrange all models at your table in a landscape / super story.

15 minutes
Team and Communication

- One person per table shares with the room.
- One minute each.

7 minutes 59 seconds
Collaboration and Diversity

Microsoft recently commissioned new research among more than 1,000 millennials in the U.S. to find out how to attract and retain them.

The number one attribute millennials are looking for in the workplace is:

Foster a culture of collaboration.
Collaboration and Diversity

- Build a barrier to collaboration in a diverse environment.
- Three minutes.
Collaboration and Diversity

- Build a barrier to collaboration in a diverse environment.

3 minutes
Collaboration and Diversity

- Share the story of your model at your table.
- One minute each.

6 minutes
Culture

- Build an essential aspect of your company culture that fosters collaboration.
- Three minutes.
Culture

- Build an essential aspect of your company culture that fosters collaboration.

3 minutes
Culture

- Share the story of your model at your table.
- One minute each.

6 minutes
From individual to shared models

There will be trade-offs, you can add on and remove, but keep the essence of each individual model intact.
Culture

- Combine your individual culture models into a shared model of an ideal company culture that fosters collaboration.
- Fifteen minutes.
Culture

- Combine your individual culture models into a shared model of an ideal company culture that fosters collaboration.

15 minutes
Culture

- One person per table shares with the room.
- One minute each.

7 minutes 59 seconds
History of Lego Serious Play

- Developed at the end of the 1990s upon request of the Lego Company, which wanted to find new ways for developing its own strategy.

- Contributors: Johan Roos and Bart Victor, professors at IMD (International Institute for Management Development) in Europe, and Robert Rasmussen, Lego Group director of research and development and chief architect of Lego Serious Play.
Application Techniques

- Individual Models
- Shared Models
- Landscape
- Connections
- System
- Emergence and Decision
- Simple Guiding Principles
Takeaway

Lego Serious Play offers the opportunity to step off the treadmill and look at the big picture, together.

Thank you for playing with us!