

LEGO® SERIOUS PLAY®

LEGO® SERIOUS PLAY® is an Open Source problem-solving methodology that enhances team communication and is a powerful tool focused on creating innovative solutions, improves team's performance, design and set goals and strategic design for companies.

Facilitating **LEGO® SERIOUS PLAY®** techniques and creating stories through metaphors, people tackle a challenge as a real team, with the participation of the 100% of the team members, and ensuring differential and agreed solutions.

LEGO® created the methodology as an internal business design strategy tool but became an incredible tool for any company looking for innovation and collaboration.

The methodology was created after almost 10 years of scientific investigation of LEGO® in collaboration with 2 professors of the IMD Business School in Lausanne (Switzerland). The result was a bunch of techniques that allow to unleash and tap into the knowledge of the participants.

One important outcome from this scientific investigation that shows the power of **LEGO® SERIOUS PLAY®** is that 70-80% of the cells of our brain are connected with our hands.

