



LSP Officially Arrives in Business Conference Rooms

September has always marked “back to business”. According to the **Wall Street Journal**, when workers return to the office after summer vacations and pandemic-related-work-from-home intervals, many will be greeted by LEGO bricks.

After twenty years of growing popularity, it seems the process we know and love may be approaching the tipping point of more universal acceptance. For years the majority of LSP’s growth has come from cutting-edge innovators, such as Microsoft and Google, who have been the early adopters. The WSJ article attributes much of the current growth sprint and gaining popularity of LSP to people who used LEGO bricks at home as young adults now joining the workforce, many as business leaders and decision-makers.

Just a snapshot into LSP’s growth is the dramatic rise in certified facilitators worldwide. In 2015, there were approximately 2,500 and today there are over 13,000.

Our loyal community of LSP fans have long known the benefits of using bricks and story-telling to reflect, clarify and integrate business goals and strategies. It appears the LSP fan club has many new members! We welcome with open arms.

You can read **Daryl Austin’s** (the WSJ writer assigned to investigate LSP’s growing popularity) insights [here](#).

THE WALL STREET JOURNAL.

SIGN IN



Sincerely,

A handwritten signature in black ink that reads 'R. Rasmussen'.

[Check out the latest facilitator training calendar](#)



Rasmussen Consulting specializes in using LEGO SERIOUS PLAY to effectively harvest an organization's collective intelligence to build a better business. We are also the leading organization for training and certifying facilitators in the LEGO SERIOUS PLAY method. You can view our training schedule at www.rasmussenconsulting.dk.

Rasmussen Consulting I/S | Vangen 9, Kolding, -- Non U.S. -- 6000 Denmark

[Unsubscribe {recipient's email}](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by robert@rasmussenconsulting.dk