

Article about LEGO SERIOUS PLAY

Você SA

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Creativity

SERIOUS PLAY

A method developed by the Danish Robert Rasmussen that uses LEGO bricks to help professionals communicate better.

It's common for people to look with suspicion at the method developed by the Danish Robert Rasmussen to improve integration of teams in large organizations. Most people usually think it's just a game. *"In a workshop I bring a LEGO set and then it's time to build – not talk"*, says Robert.

The professionals use the bricks to execute the activity proposed by the "facilitator", the person who will help analyze, reflect and discuss about the LEGO constructions made by the participants. The method is called "LEGO SERIOUS PLAY" and it was created on the initiative of Kjeld Kirk Kristiansen, grandson of the company founder. *"It was him who understood the bricks could be used to help unleash the creativity and improve the communication"*, says Robert, who used to work for the educational division at LEGO and is launching his book (in Portuguese) Building a Better Business with LEGO SERIOUS PLAY method.

Today, 15 years after taking the first steps, the method is independent from LEGO Company, and in Brazil, has reached professionals at Roche, Cyrela and Sodexo. *"It's possible to build and analyze scenarios, identify problems and solutions, manage conflicts, define strategies and engage teams"*, Robert says.

The goal is to access the people's unconscious knowledge and help the professionals to approach themes or even express ideas, which weren't necessarily on the agenda of a meeting, in which, usually, only one or two people speak. As they are playing people tend to feel safer to express their ideas. Without being afraid of making a mistake.