



THE GAZETTE

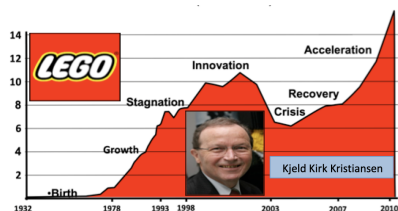
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20 years with the LEGO SERIOUS PLAY method

On September 17 thousands of certified LEGO SERIOUS PLAY facilitators from all corners of the world celebrated that 20 years ago this month the LSP method was launched and ready to begin a journey that far exceeds our expectations. Many facilitators celebrated by using the method to express, how LSP has impacted their lives. You can get an impression of these stories [here!](#)

How it all began



The origin of the LSP idea is closely tied to the owner of the LEGO Company. When he, as CEO, experienced stagnation in the mid 90-ties, he searched for ways to unleash the imagination within his executive team. Since the LEGO bricks are all about stimulating CHILDREN'S imaginative play, why not try out the use

of bricks for bringing more play and imagination into serious business? Consequently, he personally launched an initiative to explore this idea. After 6 - 7 years of hard work and numerous attempts we finally were ready with a robust method, which in essence is the same today. You can read much more about the history in my book "Building a Better Business Using the LEGO SERIOUS PLAY method."(link below)

What is different today compared with 2001

Today the method has more users and advocates than anytime in its 20 year history. The method is still the same as 20 years ago. We are often asked what is "next" in the LEGO SERIOUS PLAY method implying, when will the method be updated, revised, expanded etc. Our answer continues to be LSP is not developing into a new "next". The "next" is about what the world is doing with LSP.

Two elements are very different today compared with 20 and even 10 years ago;

1) Originally the sole purpose of the method was to be an experiential approach to dynamic strategy making on an executive level in an organization. Today this application is limited. The method has grown into a highly versatile approach for dealing with complex challenges on organizational, team and individual levels. The scope of relevant applications seems limited only by our imagination as long as we respect the integrity of the method.



2) Our knowledge and understanding of the identity, nature and application of the method is much deeper and comprehensive. We can compare with an iceberg, where you only can see 10% above the water surface. Twenty years ago we could see some of the power above the surface, but only imagine the potential below the surface. Today we know WHY this method is such a highly **universal, effective** and **attractive** method for thinking, communicating and problem-solving complex issues.

Finding answers to frequently asked questions

[Applying the method](#)

[Frequently asked questions document](#)

[Videos about the LEGO SERIOUS PLAY method](#)

[Facilitator training schedule](#)

[Book: Building a Better Business Using the LEGO SERIOUS PLAY method](#)

Sincerely,



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.

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