

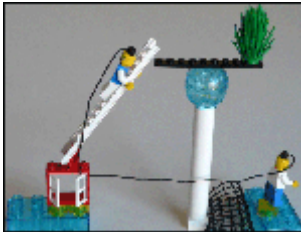


Making Design Thinking Better with LEGO SERIOUS PLAY

- [Design Thinking Sprint](#)
- [Making Design Thinking Sprint More Effective with LSP](#)

Forrester Research claims we are at the beginning of a new twenty-year business cycle called "The Age of the Customer". In this era of customer-centricity, organizations are trying to stay in direct contact with each of their individual subscribers, not just generalized customer segments. Customers want a service anytime, anywhere. Companies need to understand each individual customer journey on- and off-line. **DESIGN THINKING** has become a critical and popular tool in understanding the customer journey including the customer's hopes and fears.

- Design Thinking Sprint



[For more about the full Design Thinking Process \(DT\).](#)

[For more about the critique of the Design Thinking \(DT\) process](#)

Design Thinking (DT) is a discipline for creative problem solving, encouraging organizations to create human-centered products, services, and internal processes, therefore a key process for digital transformation.

Adopting a full Design Thinking approach requires quite some time and numerous iterations. The condensed version of the DT process is the Design Thinking Sprint, a group session to produce a tangible result in just few days.

The traditional Design Thinking Sprint uses brain-storming and consensus-building techniques relying on words and Post-It notes. The technique often produces inconsistent results and has been criticized as an oversimplified version of a complex process.

- Making Design Thinking Sprint More Effective with LSP

LEGO SERIOUS PLAY (LSP) made its appearance almost 20 years ago, around the same time Google was founded. The term "Design Thinking Sprint" did not yet exist.

We have experienced that pairing Design Thinking with LSP offers exceptional added value. LSP provides depth and speed, cognitive comfort and honest dialogue eliminating bias. It concentrates energy where it has to be, without dispersion.

Our experience based on a high number of DT workshops demonstrates that incorporating The LEGO SERIOUS PLAY methodology (LSP) in Sprint design overcomes four major challenges facing traditional Design Thinking Sprint workshops:

Challenge #1 - Lack of Depth

During a condensed sprint, there is a strong bias for action, and there is little time to dwell on discussion. Time pressure helps keep the ball rolling, but it is also a good excuse to jump ahead without too much depth.

LSP blends speed and depth; it allows quality conversation about multiple elements of the same complex scenario without compromising between the details and the bigger picture.

Challenge #2 - Cognitive Fatigue

Sprint participants are called to switch between convergent and divergent modes of thinking multiple times during the same sprint, which can lead to a feeling of cognitive fatigue, a feeling that there are too many post-its, words, noise.

LSP is a noise canceling device, as it helps participants to listen to



each other. It is effective during customer interviews, in storytelling and elevator pitches.

Challenge #3 - Capturing the intangible

In DT empathizing with your user means capturing human experiences and distilling many stories, emotions and touch-points into the single most important point of view.

LSP is designed to make abstract concepts tangible. It is the perfect remedy for exploring human needs. It is like a magnifying glass to help zoom more clearly on what customers mean when using words like "being comfortable" or "feeling important" or "being afraid of", all topics that surface in human-centered approach.

Challenge #4 - Converting energy into real results

Many of the techniques used in DT sprints rely heavily on making people move and use hands to pretotype ideas into tangible objects, with an underlying goal of keeping energy high. Yet, unless the facilitator is highly skilled, energy will be spent without being converted into a real outcome.

LSP is also an energy optimizer because it preserves energy during moments of individual relaxing to invest it when it really matters, on the listening and converging phase.

Sincerely,

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

Sincerely,

Rasmussen Consulting specializes in using LEGO SERIOUS PLAY to effectively harvest an organization's collective intelligence to enhance strategic behavior for better and faster decision- making. We are based in Denmark with offices in US, Japan and Singapore. www.rasmussenconsulting.dk.

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