



### 1. The Challenge

The facilitator poses the building challenge to the participants.



### 2. Building

The participants build a LEGO model representing their reflections on the building challenge



### 3. Sharing

The participants share the meaning and the story that they have assigned to their own model



### 4. Reflecting

Participants are encouraged to reflect on what was heard or seen in the model



# LEGO Serious Play

## Table Facilitator Instructions

### 1. The Challenge

A challenge is presented on the slideshow. After reading the challenge, a timer is started, and participants begin building their models. The timer is running on the slideshow.

### 2. Building

*Think with your hands*

Just start building. Trust your hands.  
Let them pick the bricks they want.  
Fiddle about ...

#### 1. THINK WITH YOUR HANDS!

If participants are having trouble starting to build their models, and start to sit and think about the answer to the question instead, urge the participants to just start grabbing lego blocks and to start building!

#### 2. TIME'S UP!

When the timer runs out it's time to STOP BUILDING!



### 3. Sharing & Reflecting

Ask the participants in your table to share the stories of their model one-by-one



#### 1. LISTEN TO THE WHOLE STORY BEFORE asking any questions!

& WRITE DOWN KEY POINTS of the model & story in post-its



#### 2. ASK THE RIGHT QUESTIONS

After their story, ask further questions about their model that they haven't yet explained. Example:

*"why have you chosen green legos for this part in the model?"*

*"what does the flag in the corner signify?"*

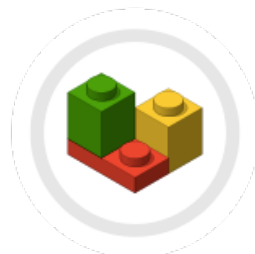


#### 3. TAKE A PHOTO OF THE MODEL

With the post-it & ask the next person to share

#### 4. BREAK UP THE MODELS / MOVE ON TO SHARED MODEL

Once all participants have shared their stories & pictures are taken, return the LEGO pieces in the middle pile (UNLESS THE NEXT STEP IS A SHARED MODEL! SEE OTHER SIDE OF THE PAPER)





### 1. Flag

Participants flag & remove one key element in their model that they choose as most important



### 2. Transfer

Participants move this part of their model onto the base plate in the middle



### 3. Build

Together, the group builds around the shared model, connecting elements & adding new elements



### 4. Share

One person from the group explains the story of the shared model to the facilitator / others

European Network of Living Labs

# Lego Serious Play

## Table Facilitator Instructions

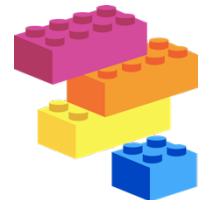
# SHARED MODELS

### 1. Flag

Following the previous exercise, all participants are asked to choose ONE element in their model that they considered most important / key element.

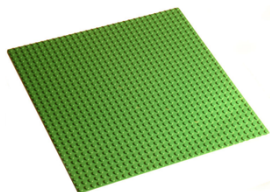
#### 1. REMOVE THE KEY ELEMENT FROM THE MODEL

The metaphor is most important – not the size of the piece being removed! Remove whatever is representative of the message.



### 2. Transfer

All participants take their key element models and place them on a large base plate



#### 1. PLACE THE KEY ELEMENTS ON THE BASE PLATE

- Place a large base plate in the middle of the table
- The placement of the key elements is not important yet – they can be moved in the next step
- Once all models are on the plate, run through each metaphor:

explain, or ask participants to shortly describe the metaphor they have placed in the model

### 3. Build

Start the timer and let the participants build around their key elements together. They may move their elements around, add new blocks, even transfer more elements from their previous model if the group agrees. Step back & take a break!

### 4. Share

#### 1. ASK FOR A VOLUNTEER

To share the story of the common model to the audience / facilitator

#### 2. VIDEO RECORD

The model while the story is being told – capture audio for reporting



#### 3. PHOTOGRAPH

The shared model & share on social media

