

LEGO® Serious Play®

What is LEGO® Serious Play®?

LEGO Serious Play (LSP) is a knowledge production system, communication method, facilitation technique, and problem-solving approach that offers a new way to think and talk about challenging topics and wicked problems. While not designed explicitly as a team-building exercise, LSP also produces noticeable team cohesion and shared understanding as a welcome bonus.



Where did LEGO® Serious Play® come from?

LSP was originally developed at the LEGO company in Denmark in the 1990s to support the company's own strategic planning but has since been made [open source](#) and has spread to nearly every corporate and nonprofit sector. LSP is also gaining substantial traction in higher education and in innovation.

What happens in a LEGO® Serious Play workshop?

After a quick skills-building orientation to the method, a typical session follows a 4-part process:

- **Prompt:** The facilitator offers a question or challenge to participants, usually starting with “Build a model that shows...”
- **Build:** Participants build individual LEGO models to answer the prompt. Builds are silent and quick – just 3-7 minutes.
- **Share:** Participants tell the story of their model to a small group of fellow participants, who ask questions that help elicit deeper meanings and connections.
- **Reflect:** Participants reflect on the stories and insights that emerged in the shared discussion and capture the outputs of the discussion (in written words, images, and/or video) for further analysis and action.

In more complex LSP applications, individual builds can be combined into shared models, placed into landscapes, or assembled into systems that allow the group to test scenarios, evaluate hypotheses, and identify shared vs. divergent visions.



What types of problems can be tackled with LEGO® Serious Play® ?

LSP is great for messy or “wicked” problems with no obvious answer. It’s a powerful tool for strategic planning and visioning, and an excellent way to translate “unknown knowns” into concrete concepts and shared understanding. It’s important to remember that LSP itself is not the topic or agenda of the session – it’s just the facilitation technique to get you the answers, insights, and progress you need.

