



LEGO® SERIOUS PLAY®

Strategy | Innovation | Vision Building



UNLOCKING COLLABORATIVE INNOVATION THROUGH HANDS-ON THINKING

What if your team could build the future together literally?

Welcome to LEGO® Serious Play®, a powerful, hands-on methodology designed to enhance innovation, strategic clarity, and visionary thinking in organisations. Inspired by cutting-edge research in neuroscience, systems thinking, and design methodology, LEGO® Serious Play® turns your organisational goals into tangible outcomes.

WHY LEGO® SERIOUS PLAY®?

Because the best ideas live in people's heads, until they're built. LEGO® Serious Play® (LSP) transforms abstract thoughts into visible, touchable models that become the foundation for shared understanding, aligned strategies, and collective decision-making. When team members engage their hands, they engage their brains more deeply, making thinking both faster and richer.

WHY IT WORKS FOR TEAMS?

LEGO® Serious Play® taps into:

- **Psychological Safety:** Everyone has an equal voice through models
- **Creative Confidence:** Participants quickly realise there's no 'wrong' model
- **Whole-Brain Engagement:** Combining logic, emotion and kinesthetic input

It moves teams from talking about ideas to building ideas together.

NEUROSCIENCE BEHIND THE BRICKS

Research in cognitive and social neuroscience confirms that using our hands in creative tasks activates large regions of the brain, enhancing neural integration, memory encoding, and ideation. LSP leverages:

- **Embodied Cognition:** Thinking through doing
- **Constructivist Learning:** Knowledge is built, not transmitted
- **Social Coherence:** Story-sharing enhances trust and perspective-taking

WHO USES IT?

From NASA to Google, from not-for-profits to Fortune 500s, thousands of organisations across 100+ countries use LEGO® Serious Play® to build cultures of innovation and strategic alignment.

READY TO BUILD YOUR FUTURE?

Let's design your LEGO® Serious Play® session today. Email us at info@crazymightwork.com

ABOUT CRAZY MIGHT WORK

A leadership and innovation academy born in Antarctica and recognised globally for pioneering frontier-based facilitation. We integrate insights from neuroscience, systems thinking, and space research to deliver transformative programs that build extraordinary teams.

www.crazymightwork.com

