Eberswalde University for Sustainable Development

SIP 3
SOCIAL INNOVATION PROJECT 3: PROTOTYP ERSTELLUNG

Workshop 2 – Lego® Serious Play®

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Lego® Serious Play® (Achtziger 2021; Deloitte, 2021)

- Strategic management method

- Goal: Visualisation of thoughts as well as complex or complicated problems with self-created models with Lego bricks.

- Metaphorical interpretations help:

  - to encourage ideas and creativity
  - to identify causes of problems
  - to accelerate solution finding

Bildquelle: Deloitte, 2021

Lego® Serious Play® (Achtziger 2021; Deloitte, 2021)
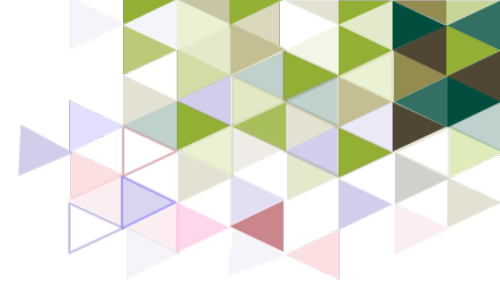
- Potential areas of application:

  - Visioning/Purpose
  - Design thinking
  - Human resource development
  - Team problems

- Workshop:

  - Defined questions
  - No sketches, creative short construction phases
  - Own narrative from the metaphor only emerges during construction of the model

Bildquelle: Deloitte, 2021

OUR SESSION TODAY

By the end of the workshop, you will be able to...

- Visualize and communicate your service idea using metaphor.

- Identify hidden assumptions about your clients and service delivery.

- Critically reflect on team alignment and shared understanding.

3 Rules of engagement

1. Bricolage: build something out of whatever is at hand.

2. Switch between building and thinking.

3. Every brick has meaning (and thus needs to be explained).

Workshop Flow: Build – Reflect – Align

ROUND 1: OUR CLIENT

Round 1.1: Build your client

Round 1.2: Reflect on your model

Round 1.3: Team dialogue

Round 1.4: Build a shared client model

Round 1.5: Reflect on the shared model

ROUND 2 – OUR OFFERING

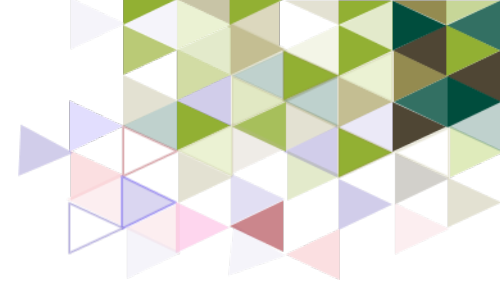Round 2.1: Build your service

Round 2.2: Silent Observation + Reflection

Round 2.3: Team Dialogue

Round 2.4: Gallery walk – silent feedback

Round 2.5: Present your service model

ROUND 1: OUR CLIENT

Round 1.1: Build Your Client (Individually)

Instructions (15 min, silent):

- Build your own LEGO® model of your team's *main client or user (max. 2)*

- Focus on their **needs**, **motivations**, **challenges**, or **daily life**

- Think metaphorically – don't worry about realism

Round 1.2: Reflect on your model (individually)

Instructions (10 min, silent):

- Who is your client?

- What do the key bricks represent?

- Why did you build them this way?

Take a photo of your model.

Round 1.3: Team Dialogue: What Do We See?

Instructions (15 min):

- Each person presents their model

- Discuss:

  - What themes or patterns emerge?
  - Where do we disagree?
  - What surprises us?

Round 1.4: Build a shared client model

Instructions (20 min):

- Build *one shared model* of your client

- Focus on what is **essential** – what defines them most?
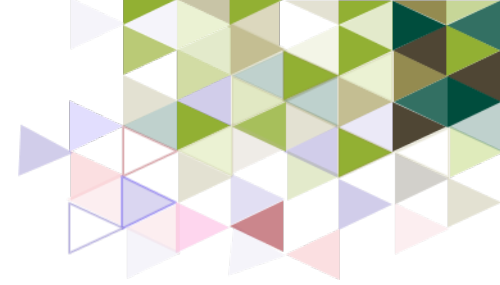
- Combine the strongest insights from each member

Round 1.5: Reflect on the shared model

Instructions (10 min):

- What do we now understand better?

- What assumptions are we still making?

- Are we oversimplifying anything?

ROUND 2 – OUR OFFERING

Round 2.1: Build your service (Team Model)

Instructions (20 min):

- Build a LEGO® model of your **service offering**

- Represent the key elements:

  - How does it work? (technically and impact-wise)
  - What's innovative about it?
  - Who pays for what?

Round 2.2: Silent Observation + Reflection

Instructions (10 min):

- Observe the model silently

- Write down:

  - What stands out?
  - What's unclear?
  - What might be missing?

Round 2.3: Team Dialogue

Instructions (10 min):

- Share your observations

- Discuss:

  - What needs more clarity?
  - Where are the gaps?
  - What assumptions are we making?

Round 2.4: Gallery walk – silent feedback

Instructions (15 min):

- Walk around and view the other teams' models

- Leave **2 post-it notes per team**:

  - Yellow: Questions or confusions
  - Green: Suggestions or ideas

No speaking during the gallery walk!

Round 2.5: Present your service model

Instructions (2–3 min per team):

- Read your feedback

- Briefly present:

  - What your service does
  - What feedback you received
  - What you plan to adjust or explore further