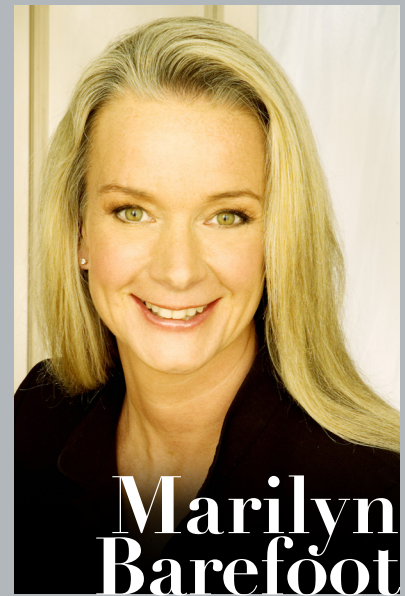




The Power of LEGO™ Strategic® Play!



Marilyn Barefoot

Our hands are connected to 70- 80% of our brain cells. Our brains are limited in how much information they can consciously handle at one time. ... With the help of the neural connections in our hands... we actually “know” at lot more at any given moment than we think we do.

By using both hands, we actively engage both sides of our brains. As a result, not only do the thoughts and ideas we build with our hands tend to be expressed in great detail, they are also easier to understand and remember.

As 1 of only a handful of certified LEGO™ Strategic® Play facilitators in North America, I will engage the conference guests in a hands on strategic problem solving session using LEGO™ bricks.

This powerful and highly effective tool was launched in 2010 by LEGO™ in Denmark, and has been used for the past 2 years by some of the largest blue chip corporations in Europe. It is now emerging in North America as one of the hottest and most effective problem solving tools.

The Power of LEGO™ Strategic® Play literally allows everyone in the room to “think through our fingers” unleashing insight, inspiration and insight.

By attending this session delegates will learn:

Leaders do not always have all of the answers. Their success is dependant on hearing all of the voices in the room. LEGO™ Strategic® Play levels the playing field engaging 100% attention and participation.







When our hands are used in learning, a complicated process takes place that generates a powerful emotional charge. As a result, not only do the thoughts and ideas we build with our hands tend to be expressed in greater detail, they are easier to understand and remember.

Traditional ways of working together often produce poor results based on the verbal jousting that goes on in meetings, or the need to “fill a blank page”. This methodology offers guests a chance to “break with tradition” by enabling insights and imagination through play.

Every great team has a sparkplug, a unique energy source, an active ingredient... someone who helps to give the team a personality. For Barefoot Brainstorming, that someone is Marilyn Barefoot. Classically trained in tier one companies like Coca-Cola, McDonald’s, General Mills, Nike and Microsoft, Marilyn combines a wickedly smart and analytical brain with an intuitive gut.

A summa cum laude graduate from major advertising agencies like Vickers & Benson, Bozell Palmer Bonner, Cossette Communications and BBDO, Marilyn is obsessive about originality. A hands-on leader, Marilyn’s brainstorming sessions (trademarked as BigStorming®) have been known to cause blips on Doppler Weather Radar screens. Marilyn is the one who inspires teams to look at every client project as an opportunity to be different.

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-  416-996-3511
-  marilyn@barefootbrainstorming.com
-  barefootbrainstorming.com
-  linkedin.com/in/marilynbarefootbigideas
-  youtube.com/user/BarefootBrainstorm
-  @MarilynBarefoot