



# The Power of LEGO® Serious Play®!

## Think Through Your Fingers!

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® Serious Play® Facilitators in North America**, I will engage the 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 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.

## By attending this session participants will learn:

- #1. Leaders do not always have all of the answers: Their success is dependant on hearing all of the voices in the room. LEGO™ Serious Play® levels the playing field engaging 100% attention and participation.
- #2. 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 be expressed in greater detail, they are easier to understand and remember.
- #3. 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 thorough play.

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