What is LEGO SERIOUS PLAY?

The LEGO®SERIOUS®PLAY method is a thinking, communication and problem solving technique for groups.
LEGO SERIOUS PLAY is based on the belief that there is vast untapped potential in the people in organizations and those people have the imagination to resolve most serious issues.
Selected Clients

Novo Nordisk (pharmaceutical)
Microsoft (technology)
New Balance Athletic Shoes (consumer goods)
Unilever (consumer goods)
Pfizer (pharmaceutical)
Vestas (energy industry)
BASF (chemical)
Chandler Chicco (advertising)
Fedex (transportation)
Swiss Telecom (telecom)
Oracle (software)
Yahoo (media)
A traditional Meeting
A LEGO SERIOUS PLAY Meeting
The Difference

Lean Forward Meeting

100% Participation

Lean Backward Meeting

20% Participation
What is the Benefit?

- more participation
- more insights
- more ideas
- more passion, ownership and commitment
- better results
The LEGO SERIOUS PLAY Method uses the power of metaphors

“I can not understand why our new business model does not work?”

“We have to change our traditional ways of thinking about the customer?”
In LEGO SERIOUS PLAY You Build Models with Meaning

- Agile leadership
- Carrying a heavy work load
- Staying under the radar
- Being on target
Integrated Product Development
- from consumer insights to concept specifications

### The Integrated Product Design Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yaw Nsareh</td>
<td>MKT</td>
<td>Africa</td>
</tr>
<tr>
<td>Lynn Cowie</td>
<td>R&amp;D</td>
<td>Africa</td>
</tr>
<tr>
<td>Rudi Hafkamp</td>
<td>R&amp;D</td>
<td>Global - Europe</td>
</tr>
<tr>
<td>Patricia Neves</td>
<td>Formulation</td>
<td>Global - Latam</td>
</tr>
<tr>
<td>Janaina Garcia</td>
<td>Formulation</td>
<td>Global - Latam</td>
</tr>
<tr>
<td>Leila Silva</td>
<td>Formulation</td>
<td>Global - Latam</td>
</tr>
<tr>
<td>Priscilla Gusson</td>
<td>Packaging</td>
<td>Global - Latam</td>
</tr>
<tr>
<td>Manilia Guilherme</td>
<td>Risk management</td>
<td>Global - Latam</td>
</tr>
<tr>
<td>Rita Dudziak</td>
<td>Consumer expert</td>
<td>Global - Latam</td>
</tr>
<tr>
<td>Gabriela Jacob</td>
<td>Consumer expert</td>
<td>Global - Latam</td>
</tr>
<tr>
<td>Bruno Jorge</td>
<td>Design</td>
<td>Global - Latam</td>
</tr>
<tr>
<td>Fabiola Lima</td>
<td>Design</td>
<td>Global - Latam</td>
</tr>
<tr>
<td>Patrice Caceres</td>
<td>Packaging skin care</td>
<td>Global - Latam</td>
</tr>
<tr>
<td>Javier Hamlin</td>
<td>Sensory cues</td>
<td>Global - Latam</td>
</tr>
<tr>
<td>Flavio Ackel</td>
<td>Marketing OMO</td>
<td>Latam (TBC)</td>
</tr>
</tbody>
</table>

Consumer insights ➤ value proposition ideas ➤ to concept ideas ➤ concept specs
The Market

Market and Opportunity

Powder detergents for the African market

Product use: Hand washing of clothes
Objectives for 2 day kick-off session using LEGO SERIOUS PLAY (LSP)

1. Build an integrated and committed team

2. Unleash the team’s full creativity into 4 – 5 big, cohesive product proposition stories and concept specifications

3. Approach the challenge in a holistic manner both from the consumer perspective and from a development perspective (Integrated product design – IPD)

4. Build on the results achieved with pilot project
Step 1: Building the team

Step 2: Unleashing consumer insights

Step 3: Discovering proposition territories

Step 4: Synthesizing insights into product stories

Step 5: Identifying story and concept enablers

Step 6: Building the full story and concept

Step 7: Extracting real time strategies for decision making
Step 1: Integrating the Team (16)

Question 1: Which qualities does the team for the task ahead?
Question 2: What do YOU bring to the team?
Step 1: Integrating the Team (16)

Question 1: Which qualities does the team for the task ahead?
Question 2: What do YOU bring to the team?
Step 2: Unleashing consumer insights

Each of the 16 participants build their consumer value proposition based on their market knowledge.
Step 2: Unleashing consumer insights

Be proud of the result and feel relaxed and Comfortable
Step 2: Unleashing consumer insights

New way to reach the main result – and feel Good after

Well-being, before, during and after the Washing

Clean & Care. For you and your clothes. Feel it during wash

Washing clothes = giving clothes a shower. Shampoo = detergent. Hair cond = soft cond. Music = music

A pleasant washing experience

Laundry humanized, balance between technology and friendliness to nature

Be proud of the result and feel relaxed and comfortable

Sensations in the solution will transport you to a world of freedom

Feel like you are playing while Washing and time flies
Step 3: Discovering proposition territories

From 16 story ideas via 4 proposition territories to 4 big product concept stories
Step 4: Synthesizing insights into product stories

LESS PAIN – MORE GAIN
"I love this product because it makes it easier for me to wash clothes and I have more time for enjoying my children."

LIKE A SHOWER
"I love this product because the entire experience is like giving my clothes a shower where I can enjoy the soft feel, pleasant fragrance, and cleansing sensation."

FEELS LIKE PLAY
"I enjoy washing with this product so much it feels like time flies."

DIRT IS GOOD AND CLEANING IS BETTER
"With OMO cleaning is now better than ever before. This product leaves my clothes smelling like heaven."
LESS PAIN – MORE GAIN
“I love this product because it makes it easier for me to wash clothes and I have more time for enjoying my children.”
Step 4: Synthesizing insights into product stories

16 ideas ➤ 4 groups of ideas ➤ 4 concepts
Step 5: Identifying story and concept enablers

Concept IV

LESS PAIN – MORE GAIN
“I love this product because it makes it easier for me to wash clothes and I have more time for enjoying my children.”

Easy rubbing/little rubbing  Quick foaming  Quick rinse
Step 5: Identifying story and concept enablers

1. The consumer is central to this story. We start with the 'hardworking elephant' which makes rubbing and scrubbing easier for the user, and this is a high priority. There is a solid junction that connects the elephant with the main story so when this moves the whole concept moves with it. It is very close and very important to the central story.

2. Over here on the packaging side, the junctions are more flexible and further away because there needs to be an enormous amount of freedom for the packaging. You can see that these two packages are different, but they're still connected to one another.

3. Easy mixing is another important part of the story so it should stay connected but still have some freedom to move. It shares an almost solid junction with the easy foaming part of the story, so whatever happens to one will happen to the other. They have a great deal of interdependence.

4. There's another aspect of the packaging story over here. It's packaging that could be reused for children's clay toys, for example. Its connection to the central story has to be flexible because there would be almost no movement to the central story if this part moved.

5. We put the visual cues rather close in because we think they are very important to the consumer's experience. But, there is a chain that connects them to the central story so if you pull very hard, or move too far from it, these visual cues will fall over.

6. We felt that natural ingredients were a high priority so we placed them relatively close in. Its connection would have to be very flexible because it would not be strong enough to move the whole concept with it.
Step 6: Building the full story and concept

LESS PAIN – MORE GAIN
“I love this product because it makes it easier for me to wash clothes and I have more time for enjoying my children.”

Consumer insights       value proposition ideas       to concept ideas       concept specs
Step 7: Extracting real time strategies for decision making

The team’s real time strategy for staying on track with the project and continuously move forward with speedy, high quality DECISION-MAKING.
Overvie of process for the 2 days with LSP

Step 1: Building the team

Step 2: Unleashing consumer insights

Step 3: Discovering proposition territories

Step 4: Synthesizing insights into product stories

Step 5: Identifying story and concept enablers

Step 6: Building the full story and concept

Step 7: Extracting real time strategies for decision making

Consumer insights       value proposition ideas       to concept ideas        concept specs