



LEGO® SERIOUS PLAY®



TARGET GROUP

- SMEs & organizations in transformation processes
- Interdisciplinary teams from different departments
- Stakeholders dealing with:
 1. Conflicting interests
 2. Cross-functional collaboration challenges



BENEFITS

- Inclusive dialogue
- Improved decision-making
- Regulatory readiness
- Credible sustainability claims
- Cost & efficiency optimization



DURATION

- Two to six months (depending on the complexity)



Project link



Tool link

It's a hand-on facilitation method designed to foster creative thinking, inclusive dialogue, and deeper problem-solving within teams and organizations. Lego bricks serve as a universal language, enabling participants to visualize ideas, emotions, and challenges in a tangible way. The tool supports meaningful conversations and helps unlock insights that often remain hidden in conventional meeting formats.

The CradleALP project

Interreg
Alpine Space



Co-funded by
the European Union

Cradle-ALP

Fossil raw materials and toxic substances are widely used in production processes in the chemical, plastics, and forestry sectors. The Cradle-Alp project focusses on replacing chemical, fossil or unsustainable materials with more circular, sustainable and biodegradable ones.



"This project is co-funded by the European Union through the Interreg Alpine Space programme."



Tool Implementation



Challenge

- Facilitator poses a specific question or problem to the group
- Challenge is pre-defined in coordination with the company

Share

- Participants share their models to the group
- Group members are encouraged to ask questions for clarification and deeper insights

Co-create

- Build a shared model
- Combine critical elements from individual models

01

02

03

04

05

Build

- Each participant individually builds a model using Lego bricks
- Timeboxed to promote spontaneity and avoid overthinking
- Abstract building helps visualize thoughts and perspectives

Reflect

- Analyze recurring themes, patterns, and divergences
- Insights are extracted to understand underlying structures and relationships

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