



INFORMATION PACK

LEGO® Serious Play®

Strategic Facilitation for
Leadership Teams

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BoldEdge Leadership

What is LEGO® Serious Play®?

It sounds like play.

It works like strategy.

LEGO® Serious Play® is a facilitated workshop method originally developed by the LEGO Group and grounded in research from psychology, neuroscience, and organizational behavior.

Using LEGO bricks as a thinking tool, participants build physical models that represent their ideas, challenges, and vision, then share the story behind what they built.

The result is a conversation no whiteboard session could produce. Richer, more honest, more creative, and more inclusive.

** No LEGO building experience required. None whatsoever.*



Why leadership teams love it

01

Every voice gets heard

LEGO Serious Play breaks the pattern where the loudest voices dominate. Every person builds and shares, making participation equal and equitable.

02

Safe space for honesty

Participants share the story of what they built, not their personal opinion. That shift makes it significantly easier to say difficult things and surface what goes unsaid.

03

Creative and strategic thinking

The physical act of building activates a different part of the brain. Teams discover new connections and surprising insights they would never reach through talking alone.

04

Team cohesion and commitment

When a team co-creates a solution together, they own it. The process builds trust, connection, and the kind of alignment that sticks long after the session ends.

When should we use LEGO® Serious Play®?

The method is most powerful in these situations:

- You are exploring a complex challenge with no single right answer
- You need to surface what your team really thinks, not just what they say in meetings
- You want every person to contribute equally, not just the most senior voices
- You are building or refreshing your vision, values, or strategic direction
- You are preparing for a period of growth, change, or leadership transition
- You want to do something genuinely different for your leadership retreat or annual planning
- Your team needs to align on priorities, culture, or ways of working together
- Collaboration and co-creation matter more than presenting and debating

What happens in a session?

Every session follows four steps. The same process. Different questions. Deeper outcomes every time.

1

Warm Up

A few warm-up activities teach the group the basic skills and principles of the approach. Everyone quickly realizes this is about metaphors and stories, not building skills. No LEGO experience required.

2

Build

Each participant builds a model that represents their answer to the question being explored. A combination of individual and group builds are completed depending on the session goals.

3

Share

Every person shares the story of their model. 100% participation, every time. Jaime's role is to draw out insights and ask clarifying questions to strengthen understanding.

4

Capture

Key insights, decisions, and commitments are documented. The team leaves with something tangible, not just a memory of what was discussed.

Session details



PARTICIPANTS

6 to 15 people

Ideal for leadership teams and small to mid-size groups. Larger groups can be accommodated with breakout facilitation.

SESSION LENGTH

Half day to full day

Minimum 2.5 hours. Most leadership team sessions run 4 to 6 hours. All LEGO materials are provided by Jaime.

FORMAT

In person preferred

LEGO Serious Play is most powerful in person. Virtual sessions are available for distributed teams on request.



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Why work with Jaime?

A facilitator who knows what it is like to run a business.

Most LEGO Serious Play facilitators come from an HR or psychology background. Jaime comes from the arena. She has built and scaled multiple businesses, advised 300+ companies across industries, and spent 25+ years understanding what makes leadership teams work and what holds them back.

That context makes every session richer. The questions go deeper. The insights connect to what your business actually needs. And the conversation does not stay in the room. It moves into your work.

300+

Businesses advised

25+

Years of experience

26%

Avg revenue growth

Ready to bring LEGO® Serious Play® to your team?

Every session is custom designed around your goals, your team, and your challenges.

Reach out and Jaime will work with you to design the right experience for your leadership team.

Get in touch:

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