

Contents

Preface	v
Introduction—The Journey!	1

PART I The LEGO® SERIOUS PLAY® Territory

1 The Need for Building Better Businesses	13
2 The LEGO® Brick	25
3 Defining Serious Play	37
4 The LEGO® SERIOUS PLAY® Method	47
5 Contemplating the LEGO® SERIOUS PLAY® Territory	65

PART II LEGO® SERIOUS PLAY®: The Science Platform

6 Building Knowledge—Giving Your Mind a Hand	77
7 Neuroscience—Understanding the Builder's Mind	95
8 Flow—The Joy of Effective Learning	109
9 Imagination—Seeing What Is Not	117
10 Play Is about Process	129

iv

CONTENTS

PART III LEGO® SERIOUS PLAY® at Work

11	LEGO® SERIOUS PLAY® at Work in Business	145
12	LEGO® SERIOUS PLAY® at Work in the LEGO Company	185
13	LEGO® SERIOUS PLAY® at Work outside Business	195
14	Contemplating LEGO® SERIOUS PLAY® at Work	205
15	Pushing the Boundaries with LEGO® SERIOUS PLAY®	211
	Notes	221
	About the Authors	225
	Index	227