

Participate in the international LEGO® SERIOUS PLAY®
conference and advanced trainings

PLAYING WITH CHANGE

28 September – 1 October 2020

Welcome to the 2020 program

INTHRFACE



On behalf of Inthrface, Hotel LEGOLAND® and the growing community of facilitators who benefit from this method, I am proud to chair the 4th international LEGO® SERIOUS PLAY® conference in Billund, Denmark.

The program is packed with inspiration, insights and skill-building as well as networking opportunities to help you create even more value from this unique method and the growing community of experienced practitioners.



Dr. Johan Roos
Conference Chair Co-inventor and
co-author of the original LEGO®
SERIOUS PLAY® method in 1999.



Imagination Lab Foundation has supported the keynote speakers' contribution to the conference.

Conference program – day 1

29 September 2020

- 08.30 – 09.00:** Arrival & check in to conference.
- 09.00 – 09.30:** **Setting the stage**
Johan Roos
Mads Keblovski & Micael Buckle
- 09.30 – 11.00:** **Overcoming psychological barriers to change**
Samineh Shahem
- 11.00 – 12.00:** **Using LEGO® SERIOUS PLAY® to overcome barriers to change**
Micael Buckle & Samineh Shahem
- 12.00 – 13.00:** **Lunch & networking**
All
- 13.00 – 16.00:** **Changing the bigger picture: New LEGO® SERIOUS PLAY® application for larger groups.**
Micael Buckle
- 16.00 – 16.30:** **What’s up with LEGO® SERIOUS PLAY®?**
Johan Roos
- 16.30 – 18.00:** **Visiting LEGO® House**
All
- 19.00 – 21.00:** **Changing how we dine (Tour de dinner)**
All

Conference program – day 2

30 September 2020

- 09.00 – 09.45:** **Practicing LEGO® SERIOUS PLAY® with confidence**
Micael Buckle & experienced participants
- 09.45 – 11.15:** **Designing to connect with clients**
Deepa Prahalad
- 11.15 – 13.45:** **Succeeding with LEGO® SERIOUS PLAY® in education, consulting, or corporations**
Experienced participants in three parallel streams
Working lunch
- 13.45 – 14.15:** **What’s up in LEGO® Group?**
TBD
- 14.15 – 15.00:** **Playing with change – recap, exercise and next steps**
Johan Roos & Micael Buckle

Key speakers at the conference

Dr. Samineh Shaheem

Overcoming psychological barriers to change

Before we can improve or overcome anything, we need to understand it first. Resistance to change is no different, manifesting itself in several ways and to varying degrees. This can range from inertia and disengagement to absolute defiance. While those indicators may change across people and contexts, commonalities regarding the root causes of resistance have been identified through numerous studies, building on relevant existing literature. These contextual and psychological barriers that come into play when confronted with change, often act as unnecessary intruders that have the potential to hinder performance, progression and adaptability, obstructing effective collaboration. Knowing, anticipating and planning around these variables allows us to challenge and more importantly, to conquer them in order to prevent far reaching transitional complications, to achieve a more objective perspective as well as greater productivity.

Samineh is a learning and development senior corporate consultant and professor of Psychology & Leadership, with a successful track record in the design, development and delivery of culturally relevant, innovative courses and training programs across four continents. Since 2017, she has been the Dean of the London Master Programs campus of Hult International Business School where LSP is routinely incorporated into practical exercises and learning activities to breath life and relevancy to skill-building.



Dr. Samineh Shaheem, Dean and Executive Director – Hult International Business School London.

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Key speakers at the conference

Deepa Prahalad

Designing to Connect

This session will share a simple, intuitive way to map competitors, consumer aspirations and emerging opportunities on the same map – creating a “one page” strategy that can be easily understood at all levels in the organization and easily adapted as new information is discovered. Translating emotional drivers into design requirements blunts resistance to change and allows teams to collaborate more freely and effectively. The session will cover the following topics:

- How and why design drives value and builds community
- Mapping of Products and Personas to identify new opportunities
- The importance of design and narrative in creating change
- Understanding the emotional connection different consumer groups are seeking
- Understanding examples from global brands and nonprofits in designing and sustaining connection

Deepa is a design strategist and works with corporates, startups and nonprofits. She is co-author of Predictable Magic, which was selected by Fast Company as one of the “Best Design Books of the Year”. The EMPOWER framework laid out in the book is taught in leading business and design schools via a Harvard Business School case study on the methodology. She helps clients identify and clear and unique market positioning, design language and ways to reinforce their messaging. Deepa is a certified stakeholder-centered coach mentors leading social entrepreneurs. She serves on several nonprofit advisory boards and writes frequently for strategy & business, Harvard Business Review, and other publications. She is a B.A. in Political Science and Economics from the University of Michigan and an MBA from the Tuck School of Business.



Deepa Prahalad, author, speaker and innovation/design strategy consultant.

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Key speakers at the conference

Micael Buckle

Micael is the CEO of Inthrface. He is a very experienced senior consultant and Chief Executive Trainer in the LEGO® SERIOUS PLAY® methodology. When time allows, as an Adjunct Professor he contributes to academic executive education programs for companies.

Inthrface

A consulting firm focusing on helping clients managing organizational change. Its clients include multinational corporations, medium sized private companies and public organizations.

An early pioneer of the LEGO® SERIOUS PLAY® method and has successfully used this method in more than 1.000 workshops in hundreds of organizations world-wide.

Its substantial training program for LEGO® SERIOUS PLAY® facilitators has uniquely been quality controlled and endorsed by Professor Johan Roos, co-inventor and co-author of the original LEGO® SERIOUS PLAY® method in 1999.



Micael Buckle, CEO of Inthrface, Chief Executive Trainer in the LEGO® SERIOUS PLAY® methodology.

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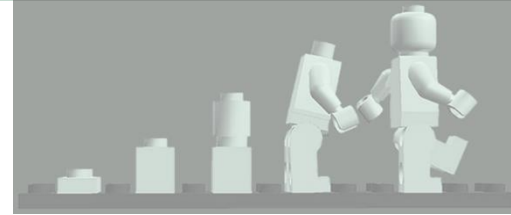


Welcome to the 2020 Advanced Trainings

LEGO® SERIOUS PLAY® methodology

Real Time Change® - Crises

ADVANCED TRAINING 1



Striking the right balances

Crises stress test the fabrics of leaders and organizations. Framing the problem and making sound decisions quickly are vital for effective crisis management. **Real Time Change® – Crises** helps people do both in imaginative, effective, and responsible ways.

Learn about how your team think about the crises and agree on how to deal with it

Crises come in great variety, but they all have to be dealt with constructively by capable people. Managers often struggle to make sense of the consequences of crises and agree on priorities. This gets more challenging when they have to deal with difficult dilemmas about money, culture, and reputation.

Real Time Change® - Crises helps map the dominant crisis logic, construct crises influencers, visualize cause and effects, identify crisis hot spots, explore and strike the right balances to effectively, efficiently, and responsibly deal with the crisis.

Real Time Change® - Crises is applied imagination, not detailed planning

This is a process to quickly but deeply understand the dynamics of a particular crisis and agree on how to best deal with it.

Real Time Change® - Crises works by combining evidence-based theories and best practices about crises management with the LEGO® Serious Play® method.

What is to be gained:

- Rapidly understanding the essence of the crisis at hand.
- A set of new skills building exercises focusing on change and crises readiness.
- Greater capability and confidence to facilitate workshops in and about crises.

Facilitators:

Micael Buckle
Johan Roos

Time:

Monday 28 September 2020
09.00 – 18.00

Where:

Hotel LEGOLAND® Billund

Contact:

- Micael Buckle:
mb@intrface.com
- Cecilie Reinholt Petersen:
crp@intrface.com



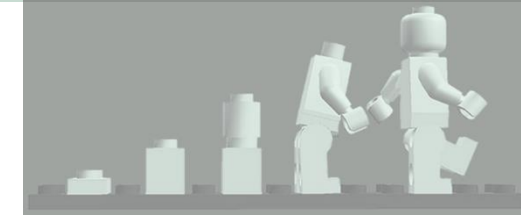
KEY REFERENCES

- Boin, A., t'Hart, P. Stern, E. and B. Sundelius, B., 2005, *The Politics of Crisis Management*, Cambridge University Press
- Oliver, D., and J. Roos, 2000, *Striking a Balance*, McGraw-Hill
- Prahalad, C.K. and R.A. Bettis, 1986, 'The dominant logic', *Strategic Management Journal*, 7(6): 485-501

LEGO® SERIOUS PLAY® methodology

Real Time Change® - Readiness

ADVANCED TRAINING 2



Readiness for change

Real Time Change® - Readiness is an effective, evidence-based process to increase the success for driving change in groups, or organizations. The process is applying the principles of the LEGO Serious Play method on insights from the global 2018-2020 research project led by Professor Johan Roos. The training is designed to help trained LSP facilitators build the necessary technical and facilitation skills needed to increase participants *readiness for change*.

You will learn to facilitate object-mediated conversations about the complex drivers of peoples’ readiness to implement change, and associated group dynamics:

- When it is unclear how psychologically and behaviourally prepared organizational members are to initiate and/or implement change.
- When organizational members’ shared resolve to implement a change is mixed.
- When their shared belief in their collective capability to implement a change is uncertain.

Real Time Change® - Readiness is about preparedness, not change planning

This is a process to deeply understand the human change dynamics and how to constructively deal with it for increase readiness for change, before change initiatives are rolled out.

Real Time Change® - Readiness works by combining evidence-based theories about readiness for change with the LEGO Serious Play method.

What is to be gained from this process:

- A deeper understanding of what drives individuals’ readiness for change.
- A set of new skills building exercises focusing on change readiness.
- Greater capability and confidence to facilitate workshops focused on preparing people for change initiatives.

Facilitator:

Micael Buckle

Time:

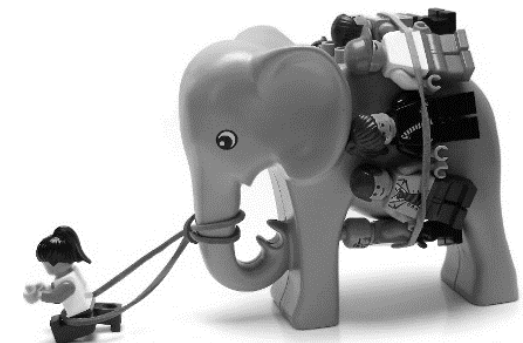
Thursday 1 October 2020
08.30 – 17.30

Where:

Hotel LEGOLAND® Billund

Contact:

- Micael Buckle:
mb@inthrface.com
- Cecilie Reinholt Petersen:
crp@inthrface.com



Practicalities

Registration:

We only offer a limited number of seats at the conference and advanced LSP training prior and after the conference – so secure your seat as soon as possible.

Secure your seat by sending the registration form to:

Micael Buckle: mb@inthrface.com

Cecilie Reinholt Petersen: crp@inthrface.com

Note that the advanced trainings and conference is only for trained facilitators.

Payment:

- Price for the conference (29 – 30 September 2020) at Hotel LEGOLAND®, including food, drink and room (1 night): DKK 8.750,00
- Total price for advanced training 1 (28 September 2020) and conference (29 – 30 September 2020) at Hotel LEGOLAND, including food, drink and room (2 nights): DKK 14.500,00
- Total price for advanced training 2 (1 October 2020) and conference (29 – 30 September 2020) at Hotel LEGOLAND, including food, drink and room (2 nights): DKK 14.500,00
- Total price for 2 days of advanced trainings 1 & 2 (28 September & 1 October 2020) and conference (29 – 30 September 2020) at Hotel LEGOLAND, including food, drink and room (3 nights): DKK 19.000,00
- Additional accommodation per night: DKK 1.295,00
- All prices are stated exclusive 25% Danish VAT (VAT only applies for Danish residents or companies).
- Delayed and installment payment is possible.

10% discount for registration before the 30 June 2020.

We reserve the right to amend the program at any time without giving notice.

Hotel LEGOLAND®:

Hotel LEGOLAND
Åstvej 10
7190, Billund
Denmark

Only 5 minutes by taxi from Billund International Airport
The full LEGO experience

Contact:

Cecilie Reinholt Petersen: crp@inthrface.com

