

“THE NEW NORMAL”

27th & 28th SEPTEMBER 2021



**PARTICIPATE IN THE
INTERNATIONAL
LEGO® SERIOUS PLAY®
CONFERENCE**

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Important Information about COVID-19 on the last page!

Welcome to the 2021 program

Welcome to the 5th international LEGO® SERIOUS PLAY® conference in Billund, Denmark, which I am proud to chair.

In the wake of the COVID-19 Pandemic a new normal is emerging. Our conference offers intellectual contributions from world-class scholars addressing questions like: How is digitalization changing our industries? How is globalization changing companies? How can we cultivate a sense of belonging in hybrid environments? Participants will be invited to use the LEGO® SERIOUS PLAY® method to make sense of the emerging new normal.

*The program is packed with inspiration, insights and skill-building as well as networking opportunities among experienced practitioners. **Our objective is to help you create more value for your stakeholders – join us!***



PROFESSOR JOHAN ROOS

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

Conference program

Day 1 (part 1)



INT/RFACE

1

08.30 – 09.00:

Arrival & check in to conference.

2

09.00 – 09.30:

Setting the stage.

Johan Roos.

Mads Keblovski & Micael Buckle.

3

09.30 – 11.00:

Navigating the 4th Industrial Revolution.

Alessandro Lanteri.

4

11.00 – 12.00:

Using LEGO® SERIOUS PLAY® to navigate the new normal.
(introduction to a new method & hands on session 1)

Micael Buckle.

5

12.00 – 13.00:

Lunch & networking.

All.

6

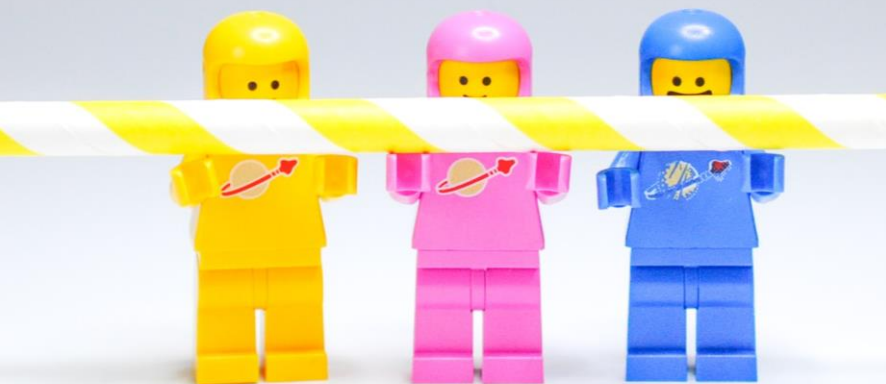
13.00 – 14.00:

Using LEGO® SERIOUS PLAY® to navigate the new normal
(hands on session 2).

Micael Buckle.

Conference program

Day 1 (part 2)



7

14.00 – 15.20:

The Changing Nature of Company Globalization:
From the East India Company to AirBnB
Professor George S. Yip.

8

15.20 – 15.35:

Coffee break.
All.

9

15.35 – 16.55:

Fostering belonging in the hybrid environment.
Professor Lee Waller.

10

16.55 – 17.10:

Closure of day 1.
Johan Roos.

11

17.10 – 18.40:

Visiting LEGO® House.
All.

12

19.30 – 22.00:

“The new normal” of dining (Tour de dinner)
All.

Conference program Day 2



1

09.00 – 09.30:

Setting the scene for day 2.
Johan Roos.

2

09.30 – 12.00:

Using LEGO® SERIOUS PLAY® to navigate the new normal
(hands on session 3).
Micael Buckle.

3

12.00 – 12.45:

Lunch & networking.
All.

4

12.45 – 14.00:

Selling LEGO® SERIOUS PLAY® with confidence.
Micael Buckle & experienced participants.

5

14.00 – 15.00:

What's up with LEGO® SERIOUS PLAY®?
(including guest with virtual LEGO®)
Johan Roos.

6

15.00 – 15.15:

Coffee break.
All.

7

15.15 – 16.00:

“The new normal” – recap, exercise and next steps/
Johan Roos & Micael Buckle.

INT/RFACE

Key speakers at the conference

Professor Alessandro Lanteri



**Professor Executive
Education, Bestselling
Author, TEDx Keynote
Speaker, Advisor**

As a leader, you need to make decisions that set up your organization for success now and in the future.

The challenge? In this fast-changing world, the rules are being rewritten and the go-to solutions you once relied on are no longer enough.

The Fourth Industrial Revolution is here. As emerging technologies like AI and blockchain become ubiquitous they will unleash unprecedented levels of disruption. Drawing on his broad global experience, Alessandro Lanteri delivers the essential guide to this new era.

His **CLEVER Framework** will help you understand the deep drivers of the Fourth Industrial Revolution, reflect on how they affect you and your organization, and respond effectively. If you are ready to fulfill your potential as a leader and create a future-ready organization, it is time to get Clever.

Alessandro is Full Professor of Strategy and Innovation at ESCP Business School, he also teaches for Hult International Business School, Saïd Business School of Oxford University and London Business School.

Alessandro has advised multi-national corporations, the UN and the World Economic Forum, and worked with startups and family businesses across Europe, the US, the Middle East, Asia and Africa.

His research has been published by top international publishers, including Harvard Business Review and MIT Technology Review outlets, LSE Business Review, World Economic Forum Agenda and Forbes. His latest book “CLEVER” became a no.1 Amazon bestseller in Italy and UK. His next book, “The Economist Edge, Innovating for Impact” coauthored with Ted Ladd will be published in 2022.

Being a popular keynote speaker, Alessandro’s TEDx talk has been viewed more than 200,000 times.

To learn more, visit www.alelanteri.com

Key speakers at the conference

Professor George S. Yip



**Emeritus Professor,
Imperial College London
Distinguished Visiting
Professor, Northeastern
University
Thinkers50 Hall of Fame**

We all need to be concerned about how, in the era of globalization, companies can no longer develop strategies on a country-by-country basis.

George will explain how companies need to rapidly develop globally integrated strategies. In addition, the Internet and the Web now greatly enhance companies' ability to achieve global reach and presence.

Historically, companies had to slowly build physical assets country by country. The Internet provides instant, virtual presence and distribution. Indeed, any company with a website has global reach and global customers whether it wants to or not.

George will also discuss the development of company globalization from its earliest days to its current challenges from COVID-19.

George Yip is an outstanding speaker who has talked to top management groups and forums all over the world, including for conferences held by Business Week, Forbes, Fortune and World Economic Forum.

He has among many things been Professor of Strategy and Co-Director of the Centre on China Innovation at China Europe International Business School, Dean of Rotterdam School of Management, Beckwith Professor of Marketing and Strategy at Cambridge, Professor and Associate Dean at London Business School and held various positions such as Vice President and Director at Capgemini Consulting and Senior Manager at PwC.

Key speakers at the conference

Professor Lee Waller



Professor of Occupational Psychology at Hult Ashridge Executive Education.

The 'new normal' hybrid environment presents significant challenges to our ability to feel included and establish a sense of belonging at work.

And this matters to us as individuals and as leaders because the need to belong, to feel that we are accepted, welcomed, and a valuable part of our communities, is a fundamental need. It is in fact so critical to us as human beings that the pain of interpersonal loss triggers the same neurological sensation as does physical pain. **Lacking a sense of belonging** is as such, enormously damaging to our mental health, to our self-esteem, to our very sense of who we are, as well as to our motivation and performance at work.

In the work environment our sense of belonging stems from three key factors: meaningful interpersonal relationships through which we feel supported and understood; a sense of adding value, that we are contributing to our teams and organisations; and a sense of commonality and shared characteristics.

All of these factors are undermined by operating in a virtual and hybrid environment, and it is as such critical, now more than ever, that as individuals and particularly as team and organisational leaders, we do what we can to maintain our and our team's sense of belonging.

Lee is Professor of Occupational Psychology at Hult Ashridge Executive Education, specialising in interpersonal relationships, belonging, inclusion and psychological safety in the workplace. Skilled in designing and delivering learning methodologies, psychometrics, and qualitative research. She has over 15 years experience in leadership development and ten years in research, with a Doctor of Philosophy in Psychology from University of Reading.

Key speakers at the conference

Johan Roos



Johan Roos is Professor and the Chief Academic Officer at HULT International Business School with campuses in London, Boston, San Francisco, and Dubai. He was previously Managing Director and Professor at Jönköping International Business School, President of Copenhagen Business School, Dean of MBA Programs and Professor at Stockholm School of Economics, Founding Director of Imagination Lab Foundation, Professor at IMD, Associate Professor at Norwegian Business School, and Research Fellow at Wharton School.

His research contributions concern mostly how to increase readiness for change, innovate strategy processes, and measuring intellectual capital. Johan regularly contributes to the public debate about innovation, education and research.

He is the co-inventor of the LEGO® Serious Play® method and the Mosaic® board game for gender diversity.

<https://www.linkedin.com/in/drjohanroos>

Professor Johan Roos
Conference Chair,
co-inventor and co-author
of the original LEGO®
SERIOUS PLAY®
method in 1999,

Key speakers at the conference

Micael Buckle

Micael is the CEO of Intrface. He is a very experienced senior consultant and Chief Executive Trainer in the LEGO® SERIOUS PLAY® methodology. Micael has also been involved in developing the original LEGO® SERIOUS PLAY® methodology further and new applications. When time allows, as an Adjunct Professor he contributes to academic executive education programs for companies.

Intrface

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 improved and endorsed by Professor Johan Roos, co-inventor and co-author of the original LEGO® SERIOUS PLAY® method in 1999.



**Micael Buckle, CEO of
Intrface, Chief Executive
Trainer in the LEGO®
SERIOUS PLAY® method.**

Practicalities - conference



REGISTRATION:

We only offer a limited number of seats at the conference – so secure your seat as soon as possible.

Secure your seat by sending the registration form to:

Micael Buckle: mb@intrface.com

Cecilie From Prüssing: cfp@intrface.com

Note that the conference is only for trained facilitators (with either micro, complete or enhanced certifications or similar).



PAYMENT:

- Participation in 2-day conference including full accommodation, food and drinks (1 night in single room on the 27th of September) at cost: DKK 7.500,00
- Additional accommodation per night: DKK 1.295,00
- All prices are stated exclusive 25% Danish VAT.
- Delayed and installment payment is possible.



HOTEL LEGOLAND®:

Hotel LEGOLAND
Åstvej 10
7190, Billund
Denmark

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

Contact:
Cecilie From Prüssing:
cfp@intrface.com

10% DISCOUNT FOR REGISTRATION BEFORE THE 30 JUNE 2021.

Important Information about COVID-19



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