

“Play to innovate”

26th & 27th SEPTEMBER 2022

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

HYBRID
(online & face-to-face)

CONFERENCE

26-27 Sep, 2022

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and the Brick and Knob configurations are
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Welcome to the 2022 hybrid – online program

Welcome to the 6th international LEGO® SERIOUS PLAY® hybrid – online conference which I am proud to chair.

Major upheavals in social, geopolitical, and economic terms has become the new norm. When the world is changing (for the better or worse), doing the same is a bad strategy. Quickly adapting to upheavals is a necessary, but not sufficient condition for success.

The willingness, eagerness and skill to innovate is more important than ever. This conference addresses the theme of innovation and how the LEGO® SERIOUS PLAY® method can help the practice of innovation.

As always, we will mix inspiration from world-class scholars with hands-on LEGO® SERIOUS PLAY® exercises.

This program is packed with inspiration, skill-building, and networking opportunities among experienced practitioners.

Our objective is to help you create more value for your stakeholders – join us in Billund or online!



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)



26 Sep, 2022

INT/RFACE

F2F

ONL

1

1

08.30 – 09.00:

Check in to conference

2

2

09.00 – 09.30:

Setting the stage.

Johan Roos.

Mads Keblovski & Micael Buckle.

3

3

09.30 – 10.30:

Paradigms of innovation.

Johan Roos

4

4

10.30 – 12.00:

Using LEGO® SERIOUS PLAY® to innovate.
(hands on session 1).

Micael Buckle.

5

5

12.00 – 13.00:

Lunch & networking face-to-face.

Break if you are attending online.

6

6

13.00 – 14.00:

Using LEGO® SERIOUS PLAY® to innovate.
(hands on session 2).

Micael Buckle.

Conference program

Day 1 (part 2)



26 Sep, 2022

INT//RFACE

F2F

ONL

7

7

14.00 – 15.15:

Innovating mindsets matter
Nadine Page (Zoom)

8

8

15.15 – 15.45:

Coffee break & catch-up
All.

9

9

15.45 – 17.00:

Innovating in times of never normal
Mark Esposito (Zoom)

10

10

17.00 – 17.15:

Closure of day 1.
Johan Roos.
End of day if you are attending online.

11

17.15 – 18.30:

Special knowledge sharing and networking activity.

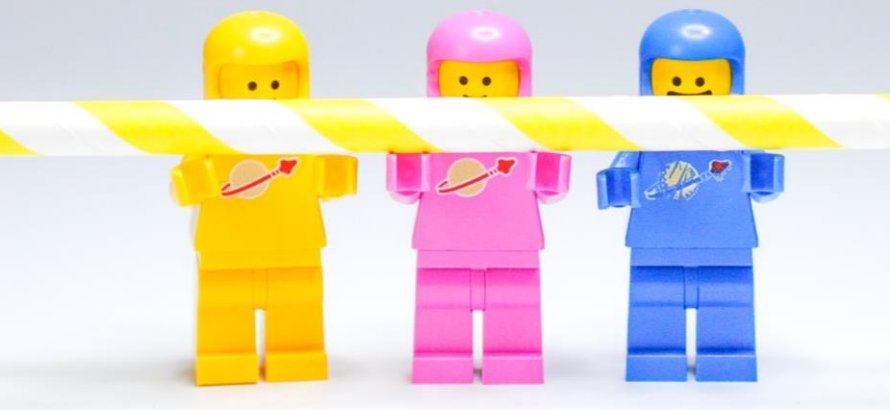
12

19.30 – 22.00:

Innovating dining - if you are on-site.

Conference program

Day 2



You will get five hours hands on the bricks, playing to innovate via new building exercises, whether you participate online or are with us in Billund.

F2F

ONL

27 Sep, 2022

INT/RFACE

1

1

09.00 – 09.30:

Setting the scene for day 2.
Johan Roos.

2

2

09.30 – 12.00:

Using LEGO® SERIOUS PLAY® to innovate.
(hands on session 3).
Micael Buckle.

3

3

12.00 – 12.45:

Lunch & networking.
Break if you are attending online or online networking at your convenience.

4

4

12.45 – 14.00:

How to tailor-make LEGO® SERIOUS PLAY® workshops about innovation.
Micael Buckle & experienced participants.

5

5

14.00 – 15.00:

On Serious Play skill levels.
Johan Roos.

6

6

15.00 – 15.15:

Coffee break.

7

7

15.15 – 16.00:

“Play to Innovate” – recap, exercise and next steps
Johan Roos & Micael Buckle.
End of Conference program

Key speakers at the conference

Mark Esposito



Dr. Mark Esposito is a Full Professor of Business and Economics at Hult International Business School, teaching across campuses in the area of Economics, Strategy, Foresights and Management of Technology, among some of his most common teaching areas. He recognized internationally as a top global thought leader in matters relating to The Fourth Industrial Revolution, the changes and opportunities that technology will bring to a variety of industries. He is Co-Founder & Chief Learning Officer at Nexus FrontierTech, an AI scale-up venture.

In 2021, he co-founded the Circular Economy Alliance where he serves as Chairman of the Strategic Foresight Board. He was inducted in 2016 in the radar of Thinkers50 as one of the 30 most prominent rising business thinkers in the world. He is a Senior Advisor to the Ideation Center of Strategy & at PwC in Dubai and a Distinguished Fellow in the UNESCO Chair in Future Literacy of Finance. His next books, "The Great Remobilization" will be published by MIT University Press in the spring of 2023, as well as a book with Cambridge University Press on the 4IR in the emerging economies in the summer of 2022.

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

**Professor, Bestselling
Author, Entrepreneur,
Speaker, Advisor**

Key speakers at the conference

Nadine Page



Associate Dean of
Research and DBA,
Hult International
Business School

Nadine is Associate Dean of Research and DBA at Hult International Business School. Her expertise and research interests focus on contemporary issues for organisations and organisational behaviour including; mindsets and behaviour; leadership and leadership development; and sustainable and responsible business.

Nadine is an active researcher. She has published extensively, including in *Harvard Business Review*, *Forbes.com*, the *Journal of Management Education* and *Frontiers in Psychology*. Nadine has presented research at the *European Academy of Management*, the *British Academy of Management*, and the *House of Lords*.

Nadine applies her thought leadership and research insights to her practice. She works across Hult's education portfolio and is the Associate Director of the new Hult DBA.

Nadine has a BSc Honors degree in Psychology, a Master's degree in Research Methods and Statistics, and a PhD in Behavioural Science. Her doctoral thesis focused on individual differences and change in personal and professional contexts. She is an Associate Fellow of the British Psychological Society (AFBPsS), and a qualified FIRO practitioner.

www.linkedin.com/in/dr-nadine-page

Key speakers at the conference

Johan Roos



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

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>

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® method. Micael has also been involved in developing the original LEGO® SERIOUS PLAY® method 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.

Intrface's 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.

A circular portrait of Micael Buckle, a man with a beard and short hair, wearing a dark blue blazer over a light blue shirt. He is standing with his hands in his pockets, smiling slightly.

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

Practicalities – registration and participation



REGISTRATION:

We only offer a limited number of seats at this hybrid conference. Secure your participation as soon as possible by sending your registration form to:

Micael Buckle:
mb@intrface.com

Cecilie Reinholt Petersen:
crp@intrface.com

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



PARTICIPATION AT HOTEL LEGOLAND®

- You will meet the entire Intrface team as well as colleague LSP practitioners on-site and have numerous opportunities to interact with each other.
- You will be “playing to innovate” using LSP in a face-to-face setting.
- Prof. Johan S. Roos and the key-note speakers will be joining online.

Address: Hotel LEGOLAND, Åstvej 10
7190, Billund, Denmark (only 5 minutes by taxi from Billund International Airport)

Contact:
Cecilie Reinholt Petersen:
crp@intrface.com



ONLINE PARTICIPATION

- There will be a 100% synch between the face-to-face and online program.
- Three days prior to the conference, we will send you a link with which you will be able to attend the conference online.
- We will be using the ZOOM platform and its breakout room function to maximize interaction amongst online participants.
- Furthermore, we will be using MIRO as a digital collaboration tool. You will receive instructions on how to connect and use it prior to the conference.

Contact:
Cecilie Reinholt Petersen:
crp@intrface.com

Practicalities - payment



PAYMENT **ONLINE** PARTICIPATION

- Online participation in 2-day conference: DKK 4.000,00
- Please note that you will need a special LSP set if you participate online (see specifications of the needed materials on the next page.) In case you do not have this, please contact us and we will make you an offer for shipping it to you.

Please note that according to EU VAT regulations different VAT rules apply for online events & trainings:

When you sign up as a corporate or public entity

- registered in Denmark: 25% VAT will be added to the course fee.
- registered outside Denmark: VAT reverse charge applies, and no VAT will be added to the course fee.

When you sign up as a private person

- living in the EU, 25% VAT will be added to the course fee
- living outside the EU: VAT reverse charge applies, and no VAT will be added to the course fee.



PAYMENT **LEGOLAND** PARTICIPATION

- On-site participation in 2-day conference including full accommodation, food and drinks (1 night in single room on the 27th of September): **DKK 8.500,00**
- Additional accommodation per night: DKK 1.295,00.
- All prices are stated exclusive 25% Danish VAT (VAT is applicable for all F2F participants).

**5% DISCOUNT FOR REGISTRATION
BEFORE THE 30 JUNE 2022.**



Needed LEGO® materials if you attend online

Materials:

The following materials are needed for participating in the online conference:

- 1 starter kit.
- 5 mini figures.
- 1 x ¼ plate in grey (or bigger).
- 1 x ¼ plate in green (or bigger).
- 1 x ¼ plate in blue (or bigger).
- 1 x ¼ plate in white (or bigger).
- 5 small plates.

Please note that it is paramount that you meet all these specifications when you participate online.

**We are really
looking
forward to
meeting you
online!**