

PLAYING WITH HUMAN MAGIC

HOW TO FACILITATE WHAT ONLY HUMANS CAN DO

Inspired by Human Magic: Leading with Wisdom in a World of Algorithms



PARTICIPATE IN THE INTERNATIONAL LEGO® SERIOUS PLAY® CONFERENCE

7 – 8 October
2026

The conference is open to all trained LEGO® SERIOUS PLAY® facilitators, regardless of where or by whom they were trained. Please note that it is not open to LSP Train-the-Trainers, except for Intrface Certified Training Partners.

Welcome to the 2026 conference

Welcome to our anniversary 10th International LEGO® Serious Play® Conference. For two days, we gather practitioners from every sector to do what the method does best: think with our hands, surface what verbal discussion obscures, and leave sharper than when we arrived.

In a world where algorithms can draft strategies, generate ideas, and simulate conversations, **what is it that only human beings can facilitate?** The answer lies in five capabilities: Curiosity, Creativity, Critical Thinking, Communication, and Collaboration, each amplified through the practical judgment that no model can replicate. These are the capabilities at the heart of *Human Magic: Leading with Wisdom in a World of Algorithms*, published this year, and the framework running through every session here.

The practitioner question that follows is what we are here to explore together: how do we design and facilitate experiences that genuinely develop these capabilities in the people we work with? You will leave with concrete approaches tied to specific capabilities, exposure to real cases from across disciplines, and a clearer sense of what distinguishes competent facilitation from excellent facilitation in the AI era.

The bricks will be on the tables. The work will be done by building, not by listening.

Professor Johan Roos
Conference Chair



PROFESSOR JOHAN ROOS

Conference Chair,
Co-inventor of LEGO®
SERIOUS PLAY®

Author of *Human Magic:
Leading with Wisdom in a
World of Algorithms*
(Routledge, 2026)

Conference program

Day 1 (part 1)



7 October 2026

INT/H/RFACE

A

08.30 – 09.00:

Check in to conference: registration – networking - coffee.

B

09.00 – 09.30:

Setting the stage: welcome & practical information.

Professor Johan Roos.

Mads Keblovski (Hotel LEGOLAND) & CEO Micael Buckle.

C

09.30 – 10.15:

Keynote: Playing with Human Magic

The 5C's & Practical Wisdom: Curiosity, Creativity, Critical Thinking, Communication and Collaboration integrated through judgement.

Professor Johan Roos.

D

10.15 – 10.45:

Coffee break & networking.

All.

E

10.45 – 12.30:

Hands on LSP exercise: Facilitating Human Magic

Everyone experiences the same foundational workshop.

We demonstrate facilitating one of the 5 human capabilities.

Micael Buckle

F

12.30 – 13.30:

Lunch & structured networking.

All.

Conference program

Day 1 (part 2)



7 October 2026

INT//RFACE

G

13.30 – 15.15:

Parallel Exploration streams – part 1 (chose 1 of 3).

Unleashing Human Magic in real life (LSP cases).

We do interactive case studies: framing, reflection, build a possible solution and disclose the actual applied solution and impact.

Stream A: “Facilitating business development in volatile times.”

Applying overview, curiosity and critical thinking.

Micael Buckle

Stream B: “Facilitating teamwork and personal development.”

Applying psychological safety, creativity and collaboration.

Professor Alison James

Stream C: “Facilitating inclusive transformation.”

Applying inclusivity, structure, communication and collaboration.

Professor Johan Roos

H

15.15 – 15.45:

Coffee break & networking.

All.

I

15.45 – 17.45:

Community showcases – Poster session (multiple short rounds)

Selected community members present their cases around practical work, facilitation, impact and sales of LSP.

Marc Sonnaert

J

17.45 – 18.45:

Wrap of day 1 & break.

K

18.45 – 22.00:

Grand dinner & structured networking.

Conference program

Day 2 (part 1)



8 October 2025

INT/RFACE

L

08.30 – 09.00:

Setting the scene for day 2.

Group work – quick harvest of key insights on day 1.

Johan Roos.

M

09.00 – 10.45:

Parallel Exploration streams – part 2 (chose 1 of 3).

Unleashing Human Magic in real life (LSP cases).

We do interactive case studies: framing, reflection, build a possible solution and disclose the actual solution and impact.

Stream A: “Facilitating business development in volatile times.”

Applying overview, curiosity and critical thinking.

Micael Buckle

Stream B: “Facilitating teamwork and personal development.”

Applying psychological safety, creativity and collaboration.

Professor Alison James

Stream C: “Facilitating inclusive transformation.”

Applying inclusivity, structure, communication and collaboration.

Professor Johan Roos

N

10.45 – 11.15:

Coffee break & networking.

All.

O

11.15 – 12.15:

Facilitating hard moments.

Practical tools: dealing with skepticism, resistance and explaining LSP value – brief, practical and actionable.

Micael Buckle & Johan Roos.

Conference program

Day 2 (part 2)



If you book your spot before 30 June 2026, we offer you a special guided tour to LEGO® House on the 8 October between 16.30 – 18.00.
Just let us know if you would like to participate.

8 October 2025

INT/RFACE

P

12.15 – 13.15:

Lunch & structured networking.
All.

Q

13.15 – 14.15:

Simple Guiding Principles as Practical Wisdom.

We harvest the key insights from the 2 days of conference and build 4 – 6 guiding principles for “facilitating human magic.”
Participants build individual models representing their commitment.
Marc Sonnaert

R

14.15 – 14.30:

Coffee break & networking.
All.

S

14.30 – 15.45:

Surprise – “Exploring the client perspective”.

We take a deep dive into what makes LSP interesting to clients, what makes them use it repeatedly and how could we make more clients interested in LSP.

Panel debate with the following participants:

- 3 top managers from international companies (clients)
- Professor Johan Roos (moderator)

T

15.45 – 16.15:

Closure of conference – competitions, news, and next steps.
Micael Buckle & Johan Roos.

Speaker at the conference

Johan Roos

Johan Roos is Professor and Senior Strategic Advisor at Luxembourg School of Business, Associate Faculty at Hult Ashridge, Senior Advisor to the Global Peter Drucker Forum, and Partner for R&D at Interface. He was previously Chief Academic Officer and Presidential Advisor at Hult International Business School, President of Copenhagen Business School, CEO & Dean of Jönköping International Business School, Dean of MBA Programs & SCA Professor at the Stockholm School of Economics, and Professor at IMD.

For decades his research addressed strategy, leadership and change. Since the arrival of AI, it has turned to the impact of AI on leadership and how professionals create value alongside algorithms. His book *Human Magic: Leading with Wisdom in an Age of Algorithms* (Routledge, 2026), recommended by McKinsey & Company and the Drucker Forum, has made him a sought-after keynote speaker. Johan originated the idea behind LEGO® SERIOUS PLAY®, co-developed the prototypes, co-invented the method, and has chaired this conference since its inception in 2016.

<https://humanmagic.one/>

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



PROFESSOR JOHAN ROOS

Conference Chair,
Co-inventor of LEGO®
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Speaker at the conference



**Professor Emerita,
educator, and pioneer in
playful learning**

Alison James

Alison James is a UK National Teaching Fellow (2014), Principal Fellow of the HEA and Professor Emerita at the University of Winchester. Across a long university career, she has held multiple managerial and academic roles at different levels and across disciplines. Her work consistently explores alternative, playful and creative approaches to adult learning.

She has a lifelong interest in identity and self-construction—what shapes people, how they see themselves, and how they find their path. She believes that “we do not see the world as it is, we see it as we are” (attributed to Anaïs Nin). This perspective informed her MA and PhD, her work as a qualified coach (Institute of Leadership and Management), and her extensive teaching in personal and professional development (PPD).

Alison is widely published on play and creativity and their intersections with fields such as PPD. Her book *Engaging Imagination* (with Stephen Brookfield, Jossey-Bass, 2014) supports creative and reflective thinking. With Chrissi Nerantzi, she has co-authored several works on play, including *The Power of Play in HE* (2019), downloaded over 80,000 times globally.

More recently, she led a three-year study, *The Value of Play in HE* (2022), supported by the Imagination Lab Foundation, followed by PLAYI (2025), exploring play and generative AI in higher education. Both are freely available via her website.

An experienced LEGO® SERIOUS PLAY® facilitator since 2010, Alison has been part of the Inthrface family since 2019. She co-authored LSP in HE with Micael Buckle and co-delivers this intensive online course with Marc Sonnaert.

Speaker at the conference



Micael Buckle

Micael is the CEO and founder of Inthrface.

He is probably the most experienced senior consultant and Chief Executive Trainer in the LEGO® SERIOUS PLAY® methodology.

Micael has been involved in developing and optimizing the original LEGO® SERIOUS PLAY® methodology further based on experience from more than 1000 workshops and 100 certifications.

Micael has also been involved in researching and developing new applications together with Professor Johan Roos.

When time allows, he contributes to academic executive education programs for companies as an Adjunct Professor.

Inthrface

A consulting firm helping clients with 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 2500 workshops in hundreds of organizations world-wide.

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

**CEO of Inthrface,
Chief Executive Trainer
in the LEGO® SERIOUS
PLAY® method.**

Speaker at the conference



**Facilitator, trainer, and
developer of LSP training
programs.**

Marc Sonnaert

Marc Sonnaert is an Executive Consultant and Trainer at Intrface, working with the LEGO® SERIOUS PLAY® methodology across a wide range of organizations and contexts. He designs and facilitates workshops focused on strategy, identity, and change, helping teams translate complex challenges into tangible outcomes.

Marc is actively involved in developing training formats and certification programs within Intrface, contributing to the ongoing professionalization of the LEGO® SERIOUS PLAY® method and the development of a consistent, high-quality training approach across the global partner network. His work focuses on supporting facilitators in growing from practitioner to trainer, and further into train-the-trainer roles – preparing the next generation of LSP trainers.

Before moving into consulting and facilitation, Marc started his career in music. This background continues to influence his approach to facilitation and training – with a strong focus on listening, interaction, rhythm, and creating space for others to contribute and build.

In his sessions, Marc combines methodological clarity with a practical and business-oriented perspective, helping facilitators strengthen both their craft and their ability to position and deliver meaningful work.

Practicalities – registration and participation



REGISTRATION

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

Tobias Paulsen:
tp@inthrface.com

The conference is open to all trained **LEGO® SERIOUS PLAY®** facilitators, regardless of where or by whom they were trained.
Please note that it is not open to LSP Train-the-Trainers, except for Inthrface Certified Training Partners.



PARTICIPATION AT HOTEL LEGOLAND®

- You will meet the entire Inthrface team and fellow LSP facilitators on-site and have numerous opportunities to interact and network with each other.
- You will be “playing with human magic” using the LEGO® SERIOUS PLAY® method.
- Prof. Johan S. Roos and all keynote speakers will be joining on-site.

Address:
Hotel LEGOLAND®
Aastvej 10
7190, Billund
Denmark
(Only 5 minutes by taxi from Billund Int. Airport)



PAYMENT

- On-site participation in 2-day conference including full accommodation, food and drinks (1 night in single room on the 7th of October): **DKK 9.875,00**
- Additional accommodation per night: DKK 1.295,00.
- All prices are stated exclusive 25% Danish VAT (VAT is applicable for all participants).