

A sample of companies that have utilized LEGO SERIOUS PLAY

Avaya, Colorado, USA

Webster Bank, Connecticut, USA

Pfizer Consumer Healthcare, New Jersey, USA

Unilever, Sao Paulo, Brazil

Daimler-Chrysler, Johannesburg, South Africa

Solid Cactus, Pennsylvania, USA

GEI Consultants, Massachusetts, USA

GlaxoSmithKline, Hungary

IKEA, Sweden

LEGO Company, Denmark

ebay, Berlin, Germany

NASA Engineering, Washington DC, USA

Nokia, Espoo, Finland

Orange SA, UK

Overstock.com, Utah, USA

Prudential Financial, New Jersey, USA

MIT Media Lab, Massachusetts, USA

SAS Software Institute, Denmark

Verizon, Michigan, USA

Sample feedback

"The LEGO SERIOUS PLAY workshop was a very effective team-building exercise for us. In particular, the playful aspect of expressing work/job-related issues through building LEGO models brought out some great insights. It left us an even stronger and more agile team."

Marcus Riecke
Senior Director, Category Management
eBay, Germany

"It's fast, it's fun, it's effective."

Cliff Dennett, Head of Strategic Alignment
Orange, London, UK

"The LEGO SERIOUS PLAY experience truly does inspire a group to become more imaginative in both their thoughts and their solutions."

Lance Saunders, Sr. Vice President
Director of Strategic Planning
Leo Burnett, Canada

"The ideas and the creativity just started to flow. LEGO SERIOUS PLAY brings out the best each team member has to offer."

Marcy Geiger, Director, Customer Service
VerizonWireless, USA

"Building is very impactful. It allows us to listen to the whole person/team. To hear people's fears, intentions, and aspirations. It gives the power to be completely present and attentive to everything that is happening."

Valeria Maltoni, Communications Director
Cerexagri, Inc.
Philadelphia, USA