

1. Record Nr.	UNINA9910813899303321
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Titolo	Building a better business using the Lego serious play method // Per Kristiansen, Robert Rasmussen ; cover design, C. Wallace
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2014 ©2014
ISBN	1-118-93137-8 1-118-93136-X
Edizione	[1st edition]
Descrizione fisica	1 online resource (243 p.)
Classificazione	BUS059000
Disciplina	658.4/022
Soggetti	Creative ability in business Teams in the workplace LEGO toys
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Preface; Introduction-The Journey!; Part 1 The LEGO® SERIOUS PLAY® Territory; Chapter 1 The Need for Building Better Businesses; Beyond 20/80 and Creating Leaning in; Leading in Order to Unlock; Breaking Habitual Thinking; Contemplating the Needs; Chapter 2 The LEGO® Brick; Using the LEGO Brick Outside the Playroom; The LEGO SERIOUS PLAY Use of the LEGO Brick; The LEGO SERIOUS PLAY Kits; Chapter 3 Defining Serious Play; Introduction to Play; Serious Play Defined; Resources; Chapter 4 The LEGO® SERIOUS PLAY® Method; The Core Process The Seven Application TechniquesThe Facilitator Traps; Applying the LEGO SERIOUS PLAY Method; Chapter 5 Contemplating the LEGO® SERIOUS PLAY® Territory; The LEGO SERIOUS PLAY Etiquette; Part 2 LEGO® SERIOUS PLAY®: The Science Platform; Chapter 6 Building Knowledge-Giving Your Mind a Hand; Building Knowledge by Building Things in the World; Concrete Thinking Versus Formal Abstract Thinking; Using the Hand as the Leading Edge of the Mind; Chapter 7 Neuroscience-Understanding the Builder's Mind; Attention; Memory Formation and Retention; Memory and Attention: Two More Observations

Developing InsightChapter 8 Flow-The Joy of Effective Learning; Flow and the LEGO SERIOUS PLAY Method; Chapter 9 Imagination-Seeing What Is Not; Descriptive Imagination: Making Sense of Things; Creative Imagination: Creating Something New?; Challenging Imagination: Challenge and Destruction; Strategic Imagination; Chapter 10 Play Is about Process; The Benefits of Play; More on Play; Applying Serious Play in a Workshop; Part 3 LEGO® SERIOUS PLAY® At Work; Chapter 11 LEGO® SERIOUS PLAY® at Work in Business; Bird's-Eye Lens 1: The Market Uses LEGO SERIOUS PLAY to get People to Lean Forward Bird's-Eye Lens 2: The Market Uses LEGO SERIOUS PLAY for Enterprise, Team, and Personal DevelopmentBird's-Eye Lens 3: The Market Uses LEGO SERIOUS PLAY for Complex, Dynamic Challenges; Bird's-Eye Lens 4: The Market Uses LEGO SERIOUS PLAY to Bridge Diversity; Examples of LEGO SERIOUS PLAY at Work; Chapter 12 LEGO® SERIOUS PLAY® at Work in the LEGO Company; Examples of use within the LEGO Company; Chapter 13 LEGO® SERIOUS PLAY® at Work outside Business; LEGO SERIOUS PLAY in Education; LEGO SERIOUS PLAY in Research; Chapter 14 Contemplating LEGO® SERIOUS PLAY® at Work It Works Across a Very Broad Range of Industries and AreasIt Works for Every Person in any Culture; All Workshops are Customized; Pitfalls; Chapter 15 Pushing the Boundaries with LEGO® SERIOUS PLAY®; Pushing Past the Challenges of Dynamic Complexity; Pushing Past Death by data; Pushing Past "What Got you Here Won't get me There"; Pushing Past High-Tech Myopia; Pushing Past hero Leadership; Pushing Past Relying on Individual Genius; Pushing Past the Carrot-and-Stick Approach; Notes; About the Authors; Index; EULA

Sommario/riassunto

"Unleash innovation potential with creative, serious playBuilding a Better Business Using the LEGO(r) SERIOUS PLAY(r) Method delivers a creative approach to enhancing innovation and improving business performance, with the focus on unleashing play. Written by the two original Master Trainers for LEGO SERIOUS PLAY (LSP), the book outlines how LSP can develop teams, people, relationships and business. Based on the merging of play with organizational development, systems thinking and strategy development, LSP can foster improved meetings, faster innovation processes, team growth, and better communication. The belief that everyone intends to "do good" and has the potential to do it is at the heart of LSP. The method nurtures the idea that everyone in an organization can contribute to discussions and outcomes. Building with LEGO bricks is a type of creative play that triggers a different kind of thought process, unleashing imagination and potential that is frequently untapped by the logical mind. The book explains this hands-on, minds-on approach, and discusses the theory as well as the practical implementation of LSP. Topics include: Observation of internal and external interaction dynamics Fostering a free and honest exchange of opinions Suspending hierarchy for better, more effective communication Facilitating change by encouraging exploration The LEGO SERIOUS PLAY method is employed by start-ups and multinational corporations alike to maximize synergy among teams and throughout organizations. For leaders looking to boost effectiveness and see better results, Building a Better Business Using the LEGO(r) SERIOUS PLAY(r) Method is a comprehensive introduction to this creative management technique"--

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