

Short Guide and Workshop Script

From collective and individual/organizational success to Simple Guiding Principles for collaboration

1. Positioning

LEGO® SERIOUS PLAY® (LSP) is a facilitated meeting method that can be used for a wide range of applications and challenges. The method helps groups make different perspectives visible, explore complex topics, develop a shared understanding, and provide direction for collaboration and decision-making.

There is no single standard script for an LSP session. The structure, building questions, and working methods are adapted to the purpose, context, and participants. The workshop script in this document is therefore only one of many possible approaches.

This approach has been specifically developed to initiate and make collaboration explicit, and to formulate Simple Guiding Principles based on both collective and individual/organizational interests. The structure is loosely based on an earlier workshop script for initiating collaboration, used by a colleague at Re-frame.be, and has been further adapted for this specific application.

2. How an LSP session works

A session is guided by a facilitator. As a practical guideline, groups are limited to approximately eight participants per facilitator, so that everyone has sufficient time and space to build, share, and reflect.

An LSP session consists of a sequence of building rounds. Each building round essentially follows the same cycle: Question → Build → Share → Reflect. The facilitator introduces a carefully formulated building question. Participants individually build a model in response to that question. Each participant then tells the story behind their model. Finally, the group reflects together on similarities, differences, patterns, and possible tensions.

The purpose is not to create an aesthetically pleasing or technically sophisticated model, but to explore the meaning that the participant gives to it. An important principle is 100% participation: everyone builds and everyone shares.

During the session, the facilitator builds a landscape in real time. Models, relationships, shared insights, and tensions are given a place within this landscape. As the session progresses, the landscape becomes a tangible representation of the group's collective thinking process.

3. Logic of this workshop script

The workshop is deliberately structured from the desired outcome towards the collaboration required to make that outcome possible. The logic is:

Collective success picture → Individual & organizational success → Required collaboration → Simple Guiding Principles

Participants first make visible what they want to achieve collectively. Next, they make explicit what success means for each participant and their organization. Based on these two perspectives, participants build how they

need to collaborate with one another. The Simple Guiding Principles are then distilled directly from the collaboration models and the stories behind them; there is no separate intermediate step in which a fixed number of themes is created first.

4. Workshop script – 180 minutes

The timing below is designed for approximately eight participants. Building and sharing times are deliberately spacious, allowing the substantive content to emerge primarily through the models, stories, and reflection.

#	Activity	Time	Timing breakdown	Building question / instruction
1	Introduction to LSP	5 min	Introduction: 5 min	Why LSP? Thinking with your hands, making different perspectives visible, and ensuring 100% participation. Cycle: Question → Build → Share → Reflect.
2	Skills building – tower	15 min	Instruction: 1 min Build: 4 min Share: 8 min Reflect: 2 min	“Build a tower. Start with the black baseplate and finish with the head. Use only yellow and green bricks.” Reflect on how the same assignment leads to different solutions and perspectives.
3	Skills building – metaphor & meaning	25 min	Framing: 2 min Build: 6 min Share: 13 min Reflect: 4 min	“Build a model that shows what personally motivates you to contribute to this project/program.” Focus on meaning, metaphors, and the story behind the model.
4	Collective success picture	30 min	Framing: 3 min Build: 8 min Share: 14 min Reflect: 5 min	“Imagine we are [X period of time] further along and this project is demonstrably successful. Build a model that shows what we have achieved together.” What do we repeatedly see and hear? Where do perspectives differ?
5	Individual & organizational success	30 min	Framing: 3 min Build: 8 min Share: 14 min Reflect: 5 min	“Build a model that shows what needs to have been achieved for you and your organization to consider this project successful.” What have you been able to achieve? What has your organization been able to achieve? What must demonstrably be different or better?
6	Short break / reset	10 min	Break: 10 min	The models remain in place and provide the visual context for the second part of the session.
7	How do we need to collaborate?	35 min	Framing: 3 min Build: 10 min Share: 17 min Reflect: 5 min	“Build one or more models that show how we need to collaborate in order to enable both our collective success and our individual and organizational success criteria.” Participants may build multiple models or elements.
8	Simple Guiding Principles	20 min	Harvest: 4 min Formulate: 8 min Share: 4 min Test/refine: 4 min	Work directly from the collaboration models and the stories behind them. Which simple principles should guide our actions and choices in order to put the desired collaboration into practice?
9	Closing & commitment	10 min	Review: 4 min Commitment: 6 min	Review the key principles. Closing question: “What does this concretely mean for how we collaborate from tomorrow onwards?” Participants may formulate one personal commitment.

Total duration: 180 minutes.

5. Simple Guiding Principles

In this workshop script, the Simple Guiding Principles are derived directly from the models and stories about the desired collaboration. The facilitator harvests concrete statements, desired behaviors, recurring tensions, and choices from the models and helps the group translate them into short, directional principles.

Generic formulation:

When [situation / condition], we [take concrete action / demonstrate concrete behavior], so that [intended effect].

A Simple Guiding Principle is more than an abstract value such as ‘trust’, ‘transparency’, or ‘ownership’. The principle should help determine what the group actually does in a concrete situation, particularly when that situation is difficult or ambiguous.

A generic example of the form is: “When different interests or perspectives are at play, we make them explicit before making a decision, so that our choices are understandable to everyone involved.”

Briefly test each proposed principle: Is it concrete enough to act upon? Does it help us make a choice when the situation is difficult or unclear? Can we recognize afterwards whether we acted in accordance with the principle?

6. Intended output

At the end of the session, the group has a shared picture of the desired collective success, visibility of individual and organizational success criteria, an explicit picture of the collaboration required to enable both, and a concise set of Simple Guiding Principles that can serve as a practical framework for future collaboration.