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For Immediate Release:

Need more play in your business life?

SERIOUS PLAY takes toys to a new level in business and business coaches are catching on...

Westford, VT, April 12, 2007 — SERIOUS PLAY, a concept developed over several years by Executive Discovery, a member of the LEGO Group, is a process that brings creativity and the inspiration of play to the serious concerns of adults in the business world.

An effective way to meet the increasingly complex and challenging demands of the business world, it is fun without being frivolous. Using LEGO building blocks under the guidance of a skilled facilitator, groups are able to use storytelling, metaphor and systems thinking to construct, reproduce and transform beliefs and values. LEGO players also have the chance to have their voices heard in an environment which allows for strategic imagination.

Now business coaches are embracing LEGO SERIOUS PLAY as an adjunct to their work with groups in businesses and organizations that seek innovation and teambuilding. “Coaches seek to engage people in positive change by direct experience and dialog vs. theory and established norms”, says Lea Belair, professional coach and self-appointed change agent. “Organizationally, people need to be heard on a level playing field in order for something new to emerge and LEGO SERIOUS PLAY provides a vehicle for this to take place.” Belair recently got certified as a LEGO SERIOUS PLAY facilitator and has had success incorporating it into the coaching culture initiative at Burton Snowboards.

The idea of pairing play and learning into the work environment is not new. Schools are using more computer games to teach students and keep them motivated and involved. Mock-ups and scenario planning are serious games the military has used in training exercises for decades. The need for stimulating social intelligence with skills like storytelling, empathy and synergy have been popularized more recently by research into Neuro-science and books like A Whole New Mind by Daniel Pink and Social Intelligence by Daniel Goleman.