Creativity and Innovation workshop using LEGO Serious Play Training Methodology

LEGO Serious Play training methodology is a radical and innovative facilitated process that employs 3-D metaphorical models of issues and challenges to foster creative thinking and engages participants in exploring and re-thinking connections and systems. When our hands are used, we engage an increased portion of our minds. As human mind is designed to work in 3-dimensions, this method of facilitation enhanced our brain activity. Participants communicate more effectively and engage their imaginations more readily to take dialogues to deeper levels. By connecting hands and minds, this experiential tool is able to tap into the creativity of participants in a way that creates shared understanding and generates new insights.

Creativity and Innovation workshop using LEGO SERIOUS PLAY training methodology is suitable for all levels of executives seeking to unleash inner creativity and build an innovative team where there is responsibility, commitment and plans of action and a focus on the achievement of results.

- Engage in hands-on approach of play to unleash the power of creativity and innovation in daily work
- Show team members how they bring creativity and innovation practices into teams
- Practice Divergent and Convergent tools in generating ideas and selecting ideas
- Apply the Creativity and Innovation tools in transforming the workforce
- Create a Team approach in business creativity and innovation
- Ensure the team is committed to innovation and plans of action to stay ahead in business

DR. ALEX OW has more than 20 years of experience in creativity training and competency assessment. He is among the first in Asia to be certified to conduct trainings using LEGO Serious Play framework and methodology for Asia - one of the most exciting and new facilitation tools for a range of applications. His clients include Intel, BP, Citibank, Johnson & Johnson, Motorola, Canon, Panasonic, Flextronics, Hilton, Pfizer, DHL, Shell and many others in automotive, oil & gas, healthcare, telecommunications, hospitals, pharmaceuticals, healthcare services, electrical & electronics, audio & video, freight forwarding, couriers, computers & information technology, semiconductors, petrochemicals, plantations, FMCG, hotels, utility boards, security, engineering, process control, universities, training centres etc.