

Deloitte.



Introduction to Design Thinking
using Lego Serious Play



Does your business have a challenge?

Let's solve it together with Lego
Serious Play.



What is Design Thinking?

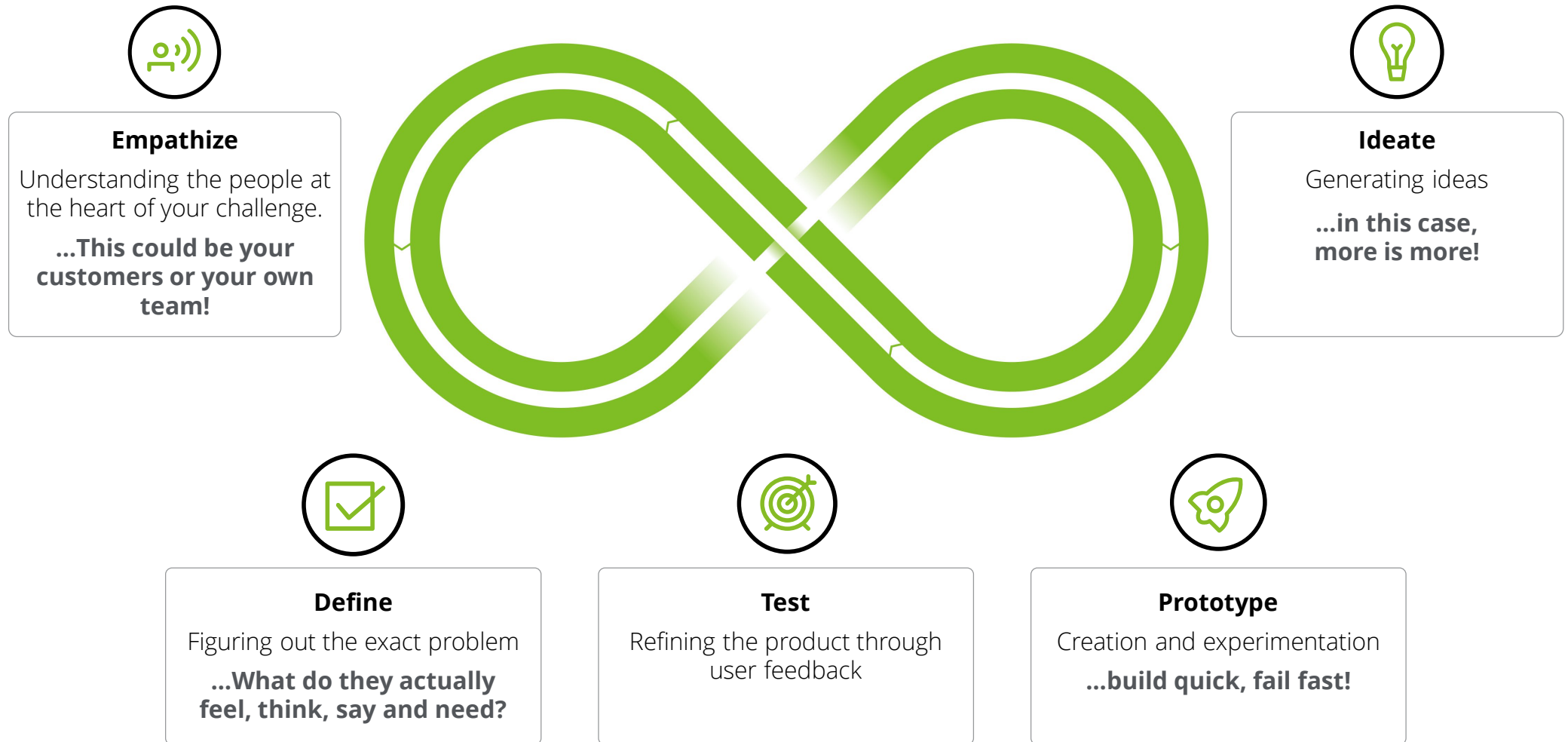
Design Thinking is an **iterative process** that uses **empathy** to understand the user at the heart of the product or solution that's being developed. It is a solutions based approach that allows people to generate a **diverse** and **creative** set of ideas that can be prototyped, tested and improved upon quickly. For these reasons it is frequently used by teams looking to **innovate** and **solve complex challenges**.

Design thinking always seeks to incorporate ideas from a number of different stakeholders. Sounds messy? Trust us, it's not! As long as you can get everyone in a room, design thinking provides an orderly way for you to **capture, categorize and develop a multitude of viewpoints and ideas**.

Most importantly, **design thinking is not just for designers!** It is now used by business professionals around the world as a problem-solving technique and **creativity is not a pre-requisite** for those that participate.



Design Thinking



What is Lego Serious Play (LSP)?

Lego Serious Play is a tool used to support the Design Thinking Methodology. It is an open source tool designed to **leverage internal knowledge** within your organization in order to draw out a diverse set of ideas and opinions.

Participants are invited to **build and share** their ideas through the use of metaphor. No-one is wrong and everyone gets a say and often the best ideas come from the ones you might think are the silliest at the start!

Lego Serious Play allows the quieter voices to be heard and true innovation comes when you bring everyone together.



How does it work?



Turning ideas into reality

These kind of workshops are all good and fun right? But how do you take all your great ideas forward to make them a **reality**?

After our workshop you will receive **a report** de-briefing the learnings, discussions, ideas and components of the prototype.

We'll be taking lots of photos and using lots of sticky notes so don't worry we'll catch it all for your team to take forward once they return to the office.

And if you need our support in testing and rolling out your prototype we're here when you need us!



What our clients think



"The Lego workshop was definitely interesting and challenging!"
– Michael Poon, Undergraduate Student @ CUHK



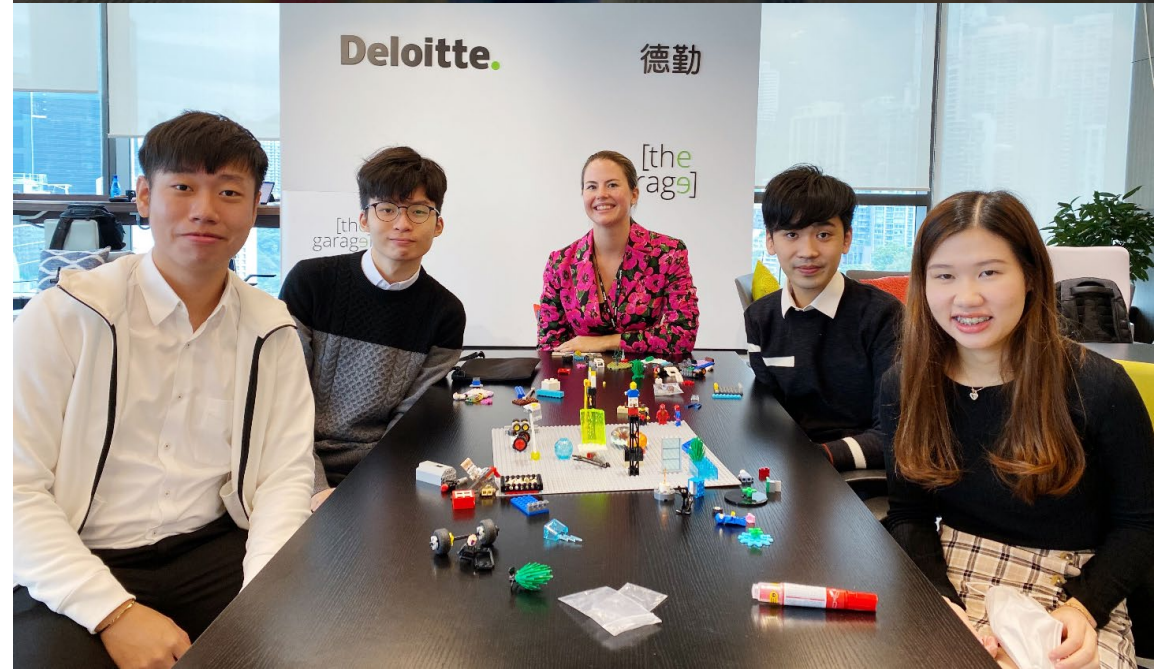
"It was great to see a room full of different industries, companies and personalities come together to interpret briefs and discuss ideas using Lego. I would definitely recommend it as an introduction to innovation whether it be for HR, sales, product development and more – the options seem endless here."
– Louisa Berry, Regional Partnerships Manager, Warner Music



"I thoroughly enjoyed the workshop as a way to re-approach a situation we all know well, the HK retail shop. I am not a creative person, but thought the way the session was led allowed creativity to develop throughout, and for different ideas to be shared amongst the group."
– Katherine Yates, Business Partner, Pret-a-Manger



"I found it exhilarating to be able to work through abstract concepts without judgement. All too easily we are focused on what we believe is key to the end solution and probably miss a lot of newness along the way. I for sure am guilty of this. So, I hope to be able to apply some of the Lego Serious Play into my work at Red Ant."
– Elisa Harca, CEO, Red Ant Asia



The Garage

All of our workshops take place at **The Garage**, our collaborative workspace in LKF.

Evidence suggests learning outside the classroom can accelerate learning and improves participant engagement.

With floor to ceiling windows, incredible views and all the tools you'll need, our open plan venue is ideal for **collaboration** and **problem-solving team-work**.

Your teams can leave the office behind for the day and immerse themselves in a simulation or collaborative task that involves working together in ways that might be hindered in your office setting.



Pricing

	Description	Fee (HKD)
Design Thinking Workshop (5 hours) + Report	The design thinking workshop will aim to solve a challenge selected by you. This will include Empathy & Define + Ideate and Prototype. Following the workshop you will receive a summary report.	\$15,000
Creativity Workshop + Report (2.5 hours)	The creativity workshop will introduce design thinking with a hypothetical challenge statement to familiarize participants with the process and get their creative juices flowing! In this scenario we skip Empathy & Define & move straight to Ideate & Build. Following the workshop you will receive a summary report.	\$7,000



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