



# RESOLVING PROBLEMS WITH LEGO SERIOUS PLAY METHOD

## INTRODUCTION

Problems or issues are common phenomena in any organization. Problem solving is the set of action taken to achieve a future desired state. Effective problem-solving skills would facilitate transformation of problems into OPPORTUNITIES.

This training will use the Lego Serious Play Methodology that allows the participants to build 3D models using Lego bricks. From these models, participants will be able to see a better and bigger picture of the problem, and to come out with ideas that will help resolve the problem at hand.

**DURATION:** 2 Days

HRDF  
Claimable

**FEES:** RM 5,000 / Day

**MAXIMUM PAX PER WORKSHOP:** 15 Pax

## WHO SHOULD ATTEND

All levels of staff who can benefit from having a different perspective on creative thinking and problem solving. Anyone who would like to have more problem-solving skills.

## OBJECTIVES

At the end of this workshop, participants will be able to:

- Recognise that creative thinking is essential within a problem-solving cycle
- Define Divergent vs. Convergent thinking - uses of both frameworks
- Understand the barriers to creative thinking
- Review possible best practice techniques that suit the individual and the team
- Identify appropriate techniques for each situation
- Stimulate the group to become more creative

## **COURSE CONTENTS**

### **1. Introduction to Lego Serious Play Methodology**

- Background of LSP and the power of imagination
- Developing Creative mind - the right brain business development
- Imagination vs creativity
- Getting familiar with the Lego models

### **2. Overview to creative problem solving**

- Definition & benefit of thinking creatively
- The concept of divergent thinking vs convergent thinking
- Analyzing the characteristics of creative people/organization
- Lego Serious Play – the 3 dimension problem solving method
- Looking at the big picture of the problem

### **3. The creative thinking barriers**

- Market leader and Rule Breaker
- The barriers to creative thinking
- How can we be more creative?
- The best motivation to creative thinking
- Building aspirations for everyone

### **4. The LSP Methodology to creative problem solving**

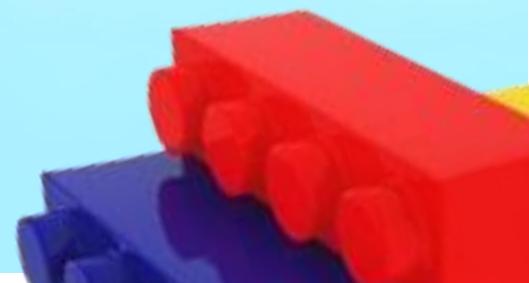
- Defining and assessing the problem
- Brainstorming and evaluating ideas
- Making and implementing the decision
- Evaluating the results

## **METHODOLOGY**

This is a highly interactive program and focuses on the practical aspects of problem solving. Lego Serious Play Methodology will be used throughout the training. Other methods that will be used sparingly are lectures, group discussions and presentations using practical organizational applications.

## **LANGUAGE**

The program can be conducted in either English or Bahasa Malaysia



## CERTIFIED FACILITATOR



### PHANG WAI KHEONG

Masters in Business Administration, Wawasan Open University  
Diploma in Marketing, Chartered Institute of Marketing, UK

Phang has accumulated wide experience in the field of management, sales and marketing, managing project teams in driving the CRM strategies over the past two decades. Being a marketer by profession, he was in charge of the sales & marketing division in the fast moving consumer goods (FMCG) division.

His experiences include being in charge of the sales operation for Tan Chong Apparels, responsible in managing the sales advisors that are located in the outlets in achieving the overall sales target, marketing and promotions in a very competitive apparel market. He was also attached to Texchem Consumers, and was in charge of the sales and marketing of the Fumakilla and Shaldan Air Freshener range of products, two of the company's most important brands. This includes conducting market studies, develop marketing programs and service key accounts like Makro (now Tesco Extra), Carrefour (now Aeon Big), Jusco (now Aeon) and Giant.

He was also an Advisor for a MLM company, helping and advising the top management on strategic planning, implementation and evaluation of business development and marketing programs. As a result of his involvement, the company was awarded the 'Enterprise 50' in 2011. Having to train and motivate his team members to achieve sales targets, Phang has developed a strong passion for training. As such, he became a full time trainer 18 years ago. His strength includes his ability to relate the conceptual theory into practical hands-on in real life situation application and combination of activities and learning intervention.

He has trained and facilitated many programs for corporate companies that include some of the biggest and well known namely DHL, Toshiba, Lafarge, Ericsson, Kompakar, Huawei, Agilent, Perodua, Kimberly Clark, IBM and many more. His education achievements include Masters In Business Administration (MBA) from the Wawasan Open University and Diploma In Marketing from Chartered Institute of Marketing, UK (CIM, UK). He is a Neuro Linguistic Programming (NLP) Certified Practitioner and also a Certified Trainer with Perbadanan Sumber Manusia Bhd (PSMB). He is currently pursuing a Professional Certification in Photography (PCP).

He is an active member of Toastmasters International. An articulate and fluent speaker, he has participated and won numerous speech contests. He has also conducted workshops from the Speechcraft and Successful Club & Leadership Series and has served in various positions at the club, area, division and district levels.

He believes that *"life is a journey of self-discovery as there is always something new to learn everyday"*



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