

# LEGO SERIOUS PLAY

Semaine de la Créativité et de l'Innovation – Foire de Printemps 2009  
Du 9 au 17 mai 2009

<b>Nom du projet</b>	<b>Product &amp; Service Innovation in disruptive times with LEGO SERIOUS PLAY™</b>
<b>Organisme / Société</b>	Hoffmann Consulting GmbH, Certified LEGO SERIOUS PLAY™ Partner
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<b>Description du projet</b>	<p>This workshop is designed to introduce entrepreneurs and managers to new concepts of product and service innovation in disruptive times which has been developed with and by the LEGO Group. After a short impulse presentation on open innovation, an approach which involves customers, partners and employees in the product development process, the participants are reflecting hands-on on their creative and innovation processes and are developing new strategies and best-practices utilizing the <b>LEGO SERIOUS PLAY™</b> method.</p> <p><b>LEGO SERIOUS PLAY™</b> is a concept to involve all participants in a workshop in sharing and co-creating solutions. The workshop follows a scientifically researched process of group creativity and involves hands and minds to stimulate out-of-the box thinking as well as guiding the team into real-time-execution of the newly developed solutions.</p> <p>To ensure an intense dialog between the participants and maximize the value created by the group, the number of participants is strictly limited to no more than 12 participants.</p>
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Pour toute information complémentaire, veuillez contacter :

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