



By Aline Cunha



Revolutionising Business Analysis

with

LEGO® SERIOUS PLAY®





DID YOU KNOW?

43% of employees are watching for or actively seeking new job

Intent to Leave

79% of employees believe it's a good time to find a job

Job Climate

64% of employees are not engaged

Quiet Quitting

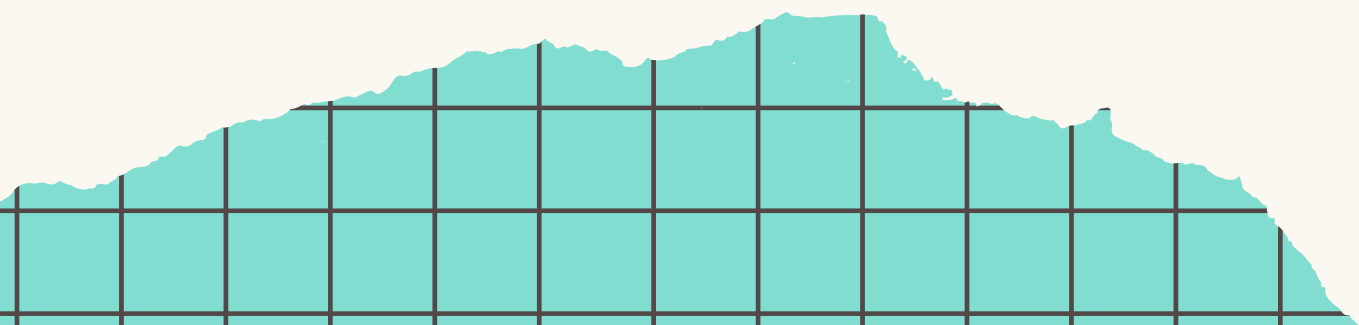
11% of employees are actively disengaged

Loud Quitting



Daily Negative Emotions in the Workplace

Stress: 47%
Sadness: 19%
Anger: 15%



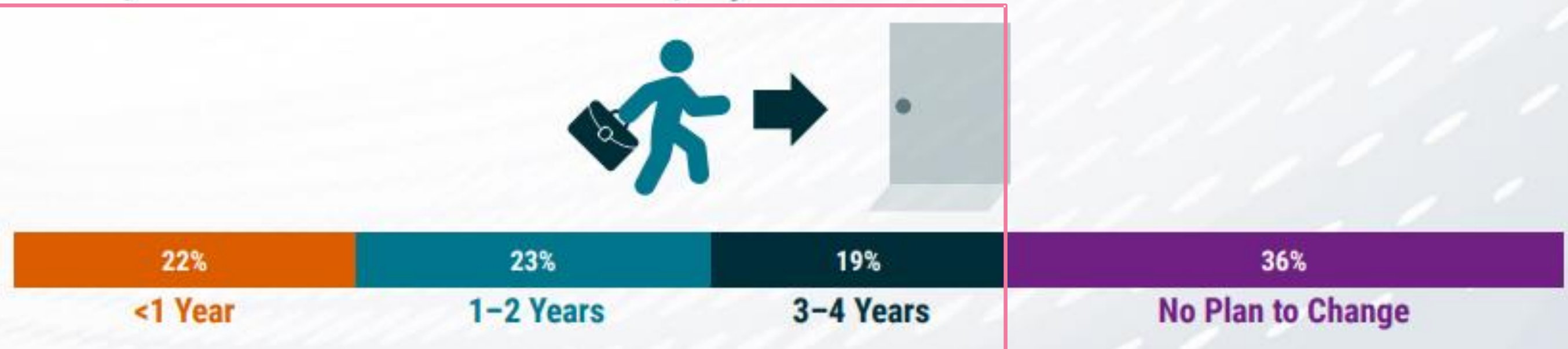
BUSINESS ANALYSIS PROFESSION 62%

Biggest Reason to Change Jobs



Anticipated Tenure with Current Employer

64%



Common challenges faced by BAs in the Workplace

Communication barriers and limited availability

Misaligned objectives

Lack of engagement

Resistance to change or lack of buy-in

Unclear expectations

HOW DID I OVERCOME IT?





**AS BUSINESS ANALYSTS, WE CAN BE CATALYSTS
FOR IMPROVED ENGAGEMENT, BETTER
RELATIONSHIPS AND MEANINGFUL CONVERSATIONS!**

LEGO® SERIOUS PLAY®

- Facilitation methodology created by the LEGO Group between 1998 and 2010
- Enhance innovation and performance
- Creations represent thoughts, ideas, reflections
- Widely recognized tool for facilitation in various industries.



SUCCESSFUL COMPANIES USING LSP



- Utilized LSP for strategy development and team building.



- Used LSP to enhance problem-solving and team collaboration.



- Adopted LSP for stakeholder consultation and strategy development.

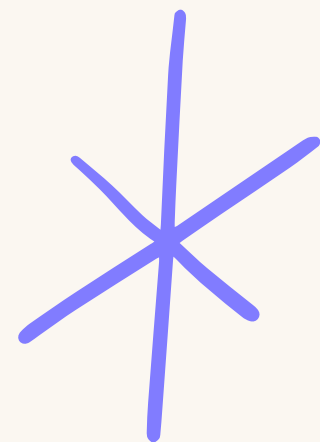


SAMSUNG

- Employed LSP for creative problem-solving and business planning.



- Applied LSP to foster creativity and improve decision-making processes.



THE SCIENCE BEHIND LSP



- **Constructivism and Constructionism**
- **Play**
- **Imagination**
- **Identity**

LSP SUITABILITY



Working out the best solution to a shared problem



Strategy development



Creating a shared mindset and connecting on a deeper level



Having effective and constructive discussions



Unleashing creative thinking

LSP LIMITATIONS



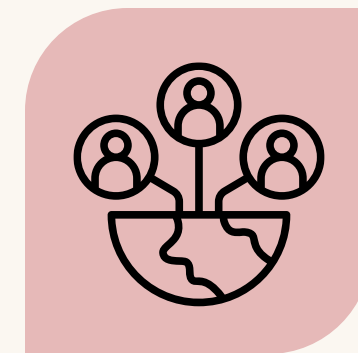
**Facilitator
Dependency**



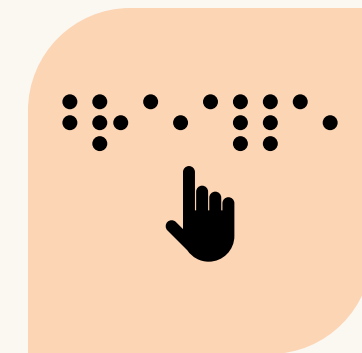
**Potential for
Intimidation**



**Limited
Applicability**



**Cultural
Sensitivity**

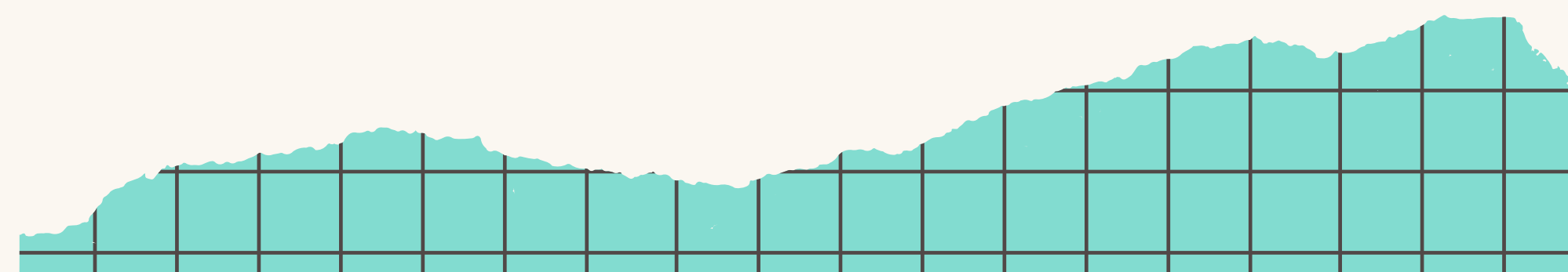


**Physical
Limitations**

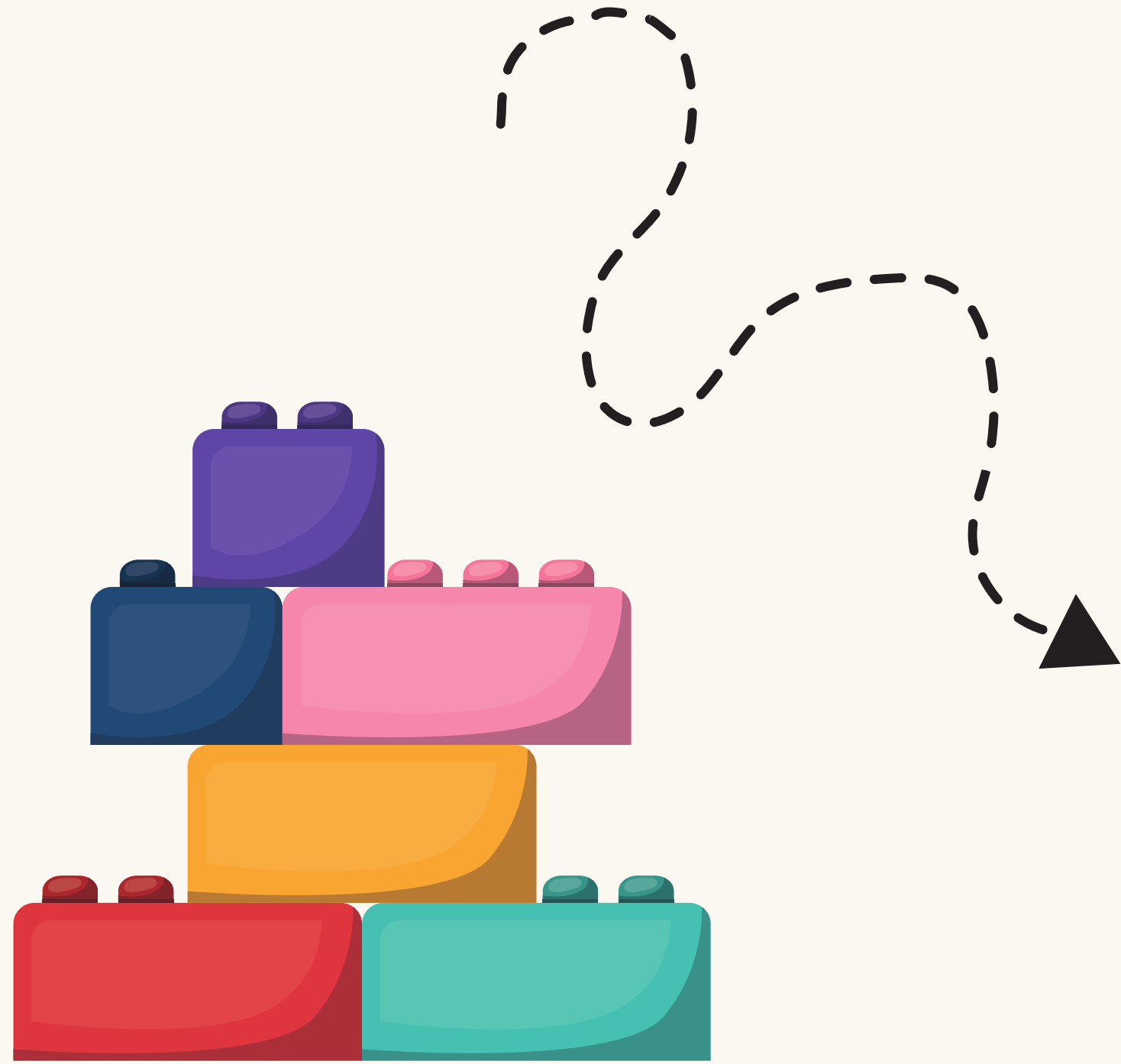
BENEFITS OF LSP



Enhances Innovation
Facilitates Dialogue
Experiential Learning
Organisation-wide Impact

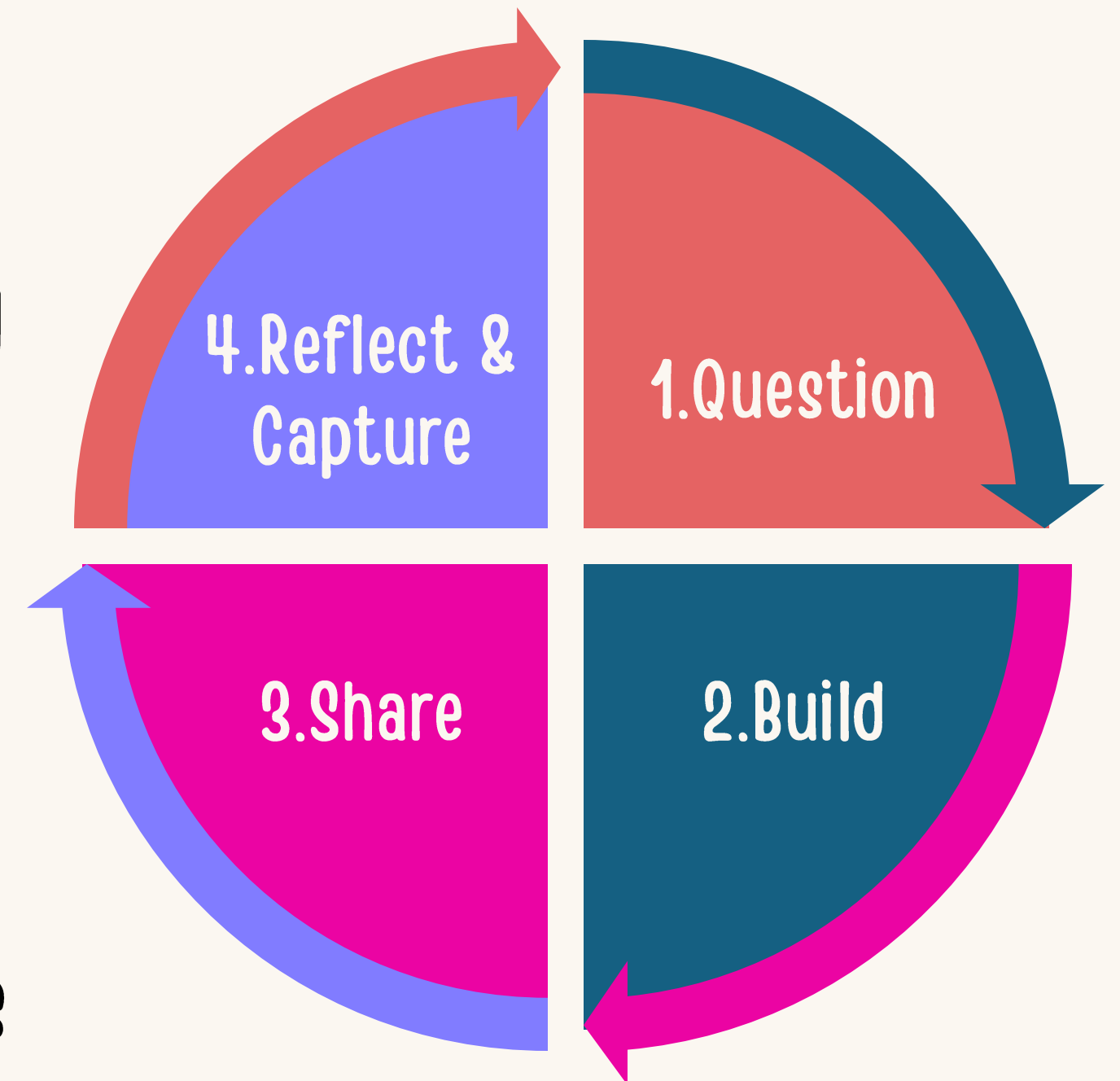


READY TO PLAY?



RULES OF THE GAME

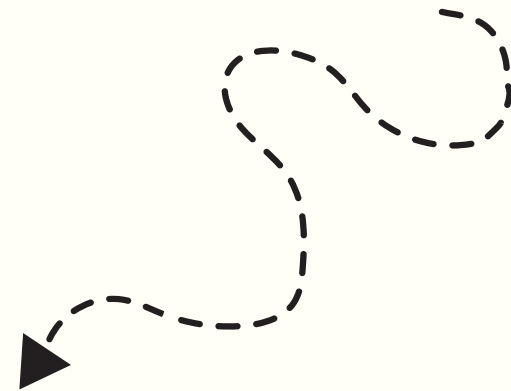
- The facilitator guides the process
- The LEGO model IS your answer to the building challenge
- There are no wrong answers, what counts is your meaning for your model
- ‘Think with your hands’ and ‘Listen with your eyes’
- Everybody participates during the full process
- Use the power of metaphors and storytelling



QUESTION 1

“What is something important, that isn’t being talked enough about in the BA profession?”

- **QUESTION**



- **SHARE**

Share with someone at your table, in turns.

Stick to the creation, use metaphors to explain.

- **BUILD**

4 minutes

- **REFLECT & CAPTURE**

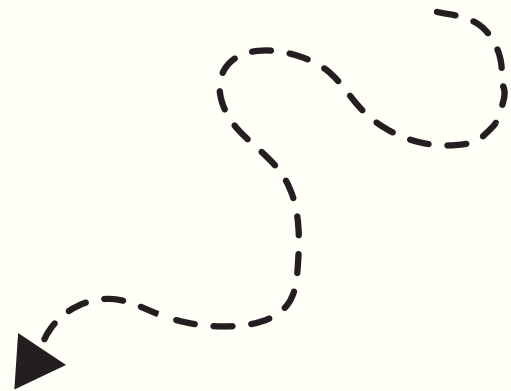
Make your notes - What did you learn? what did you observe?

Take pictures of your creations

QUESTION 2

“What skills /
knowledge / traits
are required to
address or adapt to
this important
thing?”

- **QUESTION**



- **SHARE**

Share with someone at your table,
in turns.

Stick to the creation, use
metaphors to explain.

- **BUILD**

4 minutes

- **REFLECT & CAPTURE**

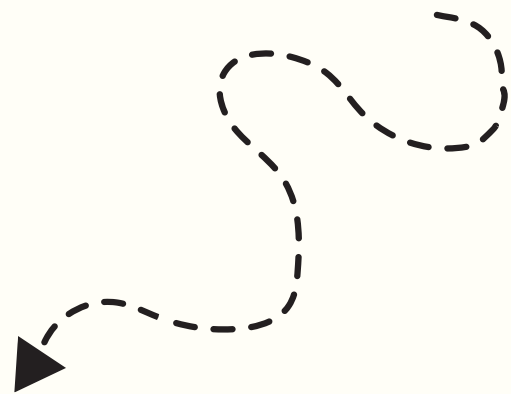
Make your notes - What
did you learn? what did
you observe?

Take pictures of your
creations

QUESTION 3

“What are the immediate actionable steps towards preparing for this important thing?”

- **QUESTION**



- **SHARE**

Share with someone at your table, in turns.

Stick to the creation, use metaphors to explain.

- **BUILD**

4 minutes

- **REFLECT & CAPTURE**

Make your notes - What did you learn? what did you observe?

Take pictures of your creations

Take-away action!

1 Reflect on

What did
you learn?

What did
you
observe?

What will
you apply
or do next?



2 Scan QR Code and answer

What did you learn from Revolutionising Business
Analysis with LEGO® SERIOUS PLAY® at SoftEd
Festival of Business Analysis 2024?

#businessanalysis #foba #perth #legoseriousplay



CONCLUSION

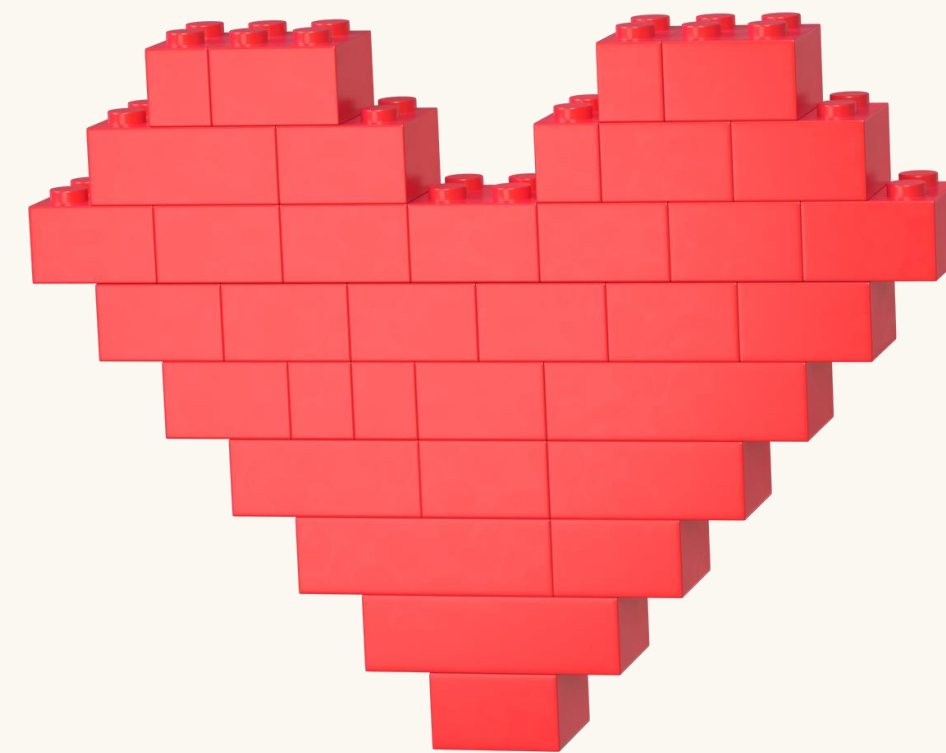
Imagine a world where...

- people are happier at work
- where your teams and stakeholders are engaged and collaborative
- where you can be creative, innovative, open to all possibilities

...and what seemed impossible is now possible.



THANK
YOU!



Playful
WORKS

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