



## **Business and Human Rights Forum for Legal Practitioners**

Madrid, Sunday July 9 at IE Business School- Serrano 99, 30 participants

“The forum is an opportunity to discuss about the way Human rights is attracting growing attention by legal practitioners, who are becoming increasingly aware of their critical roles and responsibilities to play in providing responsible advice and assistance to their corporate clients as well as representing clients in the related litigation.” Forum’s Brochure

### **LEGO® Serious Play® Workshop**

Participants will take part in a real-time demo where we will use elements of Lego Serious Play, a methodology based on research studies in strategy and the learning sciences to raise and solve business issues. Participants will build 3D models with their hands, create metaphors and narratives (Story telling), associated to constructions with Lego pieces.

#### **Goals:**

- Create a memorable experience that attendants will cherish as part of the Forum (while they get to know each other better).
- Facilitate a good start of the event in a “safe play mode” where no skills or knowledge will be put to test. All they need is a little imagination and playing together.
- Participants will themselves do a final group live demo with a construction challenge (a tower). This exercise in addition to the narratives can certainly become a starting point for further discussion of some of the topics that will be addressed in the next two days in Madrid. This last challenge will require some role playing as well as exploiting the collective intelligence in each group. This exercise can

be linked in further discussions, such as roles and responsibilities, customer centricity, working in different locations, meeting legal requirements, competition, etc.

### Methodology



Challenge



Build



Share



Reflect

### 60-minute flow

**Introduction to LSP Methodology**- 4 mins

**Challenge No. 1** Skills building- Build a bridge, time limit 3 min to build, 3 min to share in each table, 3 min to reflect- Total 9 minutes

Everyone will build a different model. No model is wrong, everyone has their own idea, interpretation of the idea, skill to build a model. Same instructions, same set of rules but multiple results.

**Group Reflection:** How does this apply to the way we visualize a concept and the different approaches that can be followed to give it shape, form?

**Challenge No.2** Use of metaphors -Explain this! Create an atmosphere of familiarity through story telling. Everyone shares, no wrong responses, & fun. Time limit 4 min to build, 6 min to share in each table, 4 min to reflect- Total 14 minutes

Participants will have 4 mins to build whatever they want to build with a maximum of 10 Lego bricks of their choice. This is a free style figure, does not need to look like anything in particular.

Facilitator randomly assigns a meaning to each participant (he/she draws a card) Meanings to assign:

1. Favorite activity or sport
2. Camping in the mountains
3. My favorite song
4. My pet
5. My trip to outer space

6. The perfect birthday party (doesn't have to be yours)

Participant explains how the model represents a randomly assigned meaning. E.g. "My dream holiday is scuba diving". My model describes the mask and fins....

Group Reflection: Stories are a powerful way to convey concepts, if we add this to a 3D model, we are listening with our eyes and with our ears.

**Challenge No.3** - Build a Tower- Group Challenge- Team building, working together assuming an assigned role for the construction to fulfill a given vision. Time limit 12 min to build, 3 min to reflect in table, 10 min to reflect in group + see other tables- Total 25 minutes

Groups will have 12 minutes to build a tower with Lego bricks. Each group will be given the vision and roles will be assigned. Being aware of the process that they go through to complete the vision so that they can share their experience with the other tables.

Vision 1: Build the tallest tower to compete with surrounding tall skyscrapers

Vision 2: Build a tower in a seismic zone

Vision 3: Build the most environmentally respectful tower

Vision 4: Build the most futuristic tower

Roles:

1. Architect
2. Structural Engineer
3. Construction & Safety Manager
4. Exterior finishing Manager
5. Contractors

Group Reflection: What were the challenges? Did participants follow their roles, was it needed? Observe the different approaches by different groups.

Reflect on aspects such as Customer centricity, legal issues, aesthetics, earthquake probability affected the initial idea.

How did the seismic location, other surrounding towers, environmental specifications, and the futuristic requirement affect the construction of each tower?

Closing and photocall of towers 3 minutes