

10/12/17



Time-line for the development of the LEGO SERIOUS PLAY method and the "Trainer of Facilitators" program

2018: Long time practitioners Kris Tay (Singapore), Kristen Klassen (Canada), Jack Reimon (Peru), Cesar Suarez (Colombia) and Gloria de Leon (Mexico) are expected to become Trainer of Facilitators. Robert and Per are also training them.

2016: Jens Rottbøll (Denmark), Michel Cloostermann (The Netherlands), Carlos Martinez (Spain), Jean Jacques Felix (Belgium) and Masao Ishihara (Japan) become Trainer of Facilitators, educated and supervised by Robert and Per.

2014: Marie Christine Dupont (France), Jean Semo (France) and Lucio Margulis (Argentina) become Trainer of Facilitators educated and supervised by Robert and Per. Robert and Per publish the book "Building a better business with the LEGO® SERIOUS PLAY® method" (Wiley)

2010: LEGO drops the idea of the training board and leaves all further development of the method and the training of facilitators up to the community. Robert and Per develop their new certification program in LEGO SERIOUS PLAY method including a brand new facilitator manual. They establish the Association of Master Trainers.

2009: LEGO decides to offer LEGO SERIOUS PLAY in a community-based model, focusing their business solely on selling the material. They decide to establish a training board. Robert and Per offer to train Joao Barbosa (Portugal), Denise Meyerson (Australia) and Jaquie Lloyd-Smith (Canada) as part of upgrading them to take a place on the board with Robert and Per. Joao Barbosa declines the offer to serve on the board due to other responsibilities. Denise and Jaquie accept, and are consequently trained as Trainers of Facilitators by Robert and Per in September 2009.

2008: Robert moves back to Denmark from US and accepts a part-time position in the LEGO SERIOUS PLAY business unit. Robert's responsibilities are delivering facilitator trainings, supporting the partners and develop a common platform for sharing of workshop applications. Robert leaves this position by end of 2008.

2005: Late in the year, Per leaves the LEGO Company to take a leader role in another company. He continues to serve on an advisory board for LEGO SERIOUS PLAY together with Kjeld Kirk Kristiansen, the president of the LEGO Foundation and the Senior VP of the division, where LEGO SERIOUS PLAY is anchored. Later Robert and Per serve in a number of positions as consultants and advisors to the LEGO SERIOUS PLAY business unit.

2004: Early in the year, LEGO SERIOUS PLAY is taken back into LEGO. Per is offered the position as Head of LEGO SERIOUS PLAY and is given eight months to create a sustainable business. The solution becomes a license model. Robert and Per teams up to do the first re-development of the method and create the second version of the facilitator-training program. Robert is working as an independent facilitator using LEGO SERIOUS PLAY with his clients, and as an associate professor at Tufts University in Boston.

2003: Due to its financial crises, LEGO decides to close down Executive Discovery. Robert and Per leave the Executive Discovery by end of 2003.

2002: January marks the official launch of the method with Robert heading up Executive Discovery; Per has the role as responsible business responsible for EMEA. Together they form the "Trainer of Facilitators" team, and in January deliver their first training together it is also the month were Per joins Executive Discovery and for the first time takes on the role of a Trainer of Facilitators together with Robert.

2001: September and November: The method is ready for launch. Per joins Executive Discovery and the first facilitators are trained. Robert and Bart Victor deliver these sessions. The first partners have now been recruited. The business model is based on a partner agreement, where ED makes money from training facilitators and from selling the material. The partners received extensive support and are signed up after a lengthy recruitment process

1999: Robert is asked if he is willing to join the pilot project, as Johan Roos and Bart Victor have no success making the idea work. Shortly after, he is tasked with taking the idea and developing it into an actual method. Executive Discovery continues to fund the development.

1995: Johan Roos, Bart Victor and Kjeld Kirk Kristiansen come up with the idea of using LEGO bricks in strategy making, and start experimenting. Kjeld Kirk Kristiansen provides the funding by creating Executive Discovery

The History of LEGO SERIOUS PLAY

(For more details read the FAQ pages at the end of the program description)

1999 - 2001

The method (version 1.0) is developed with Robert Rasmussen as the main architect and under the auspices of Executive Discovery

2004

LEGO Company takes over the brand and the training of facilitators. Robert Rasmussen leaves the LEGO Company to start his own LSP company

2010

The LEGO Company quits the training of facilitators and leaves it to LSP community to continue the growth

2013

LEGO SERIOUS PLAY has in the last 3 years grown more than the previous 10 years all together

2016

The Association can now offer facilitator training in English, Spanish, Japanese, Italian, German and Portuguese

1995 - 1999

The idea emerges in cooperation between Kjeld Kirk Kristiansen (the owner of LEGO) and Johan Roos and Bart Victor (IMD)

2002

LEGO SERIOUS PLAY is launched globally and the first facilitators are trained by Robert Rasmussen

2007

Robert Rasmussen further develops the method to what it is today. This is known as version 2.0 and is the full version today

2012

Robert Rasmussen and Per Kristiansen establish the Association of Master Trainer

2014

Robert Rasmussen and Per Kristiansen publish their book about LEGO SERIOUS PLAY

2017

LSP communities are active in all parts of the world with regular global and regional meetings