HOW IT ALL STARTED . . .

LSP in Consumer Research – Billund, 2017

X-country Shopper Insights

LSP Consumer Research ‘Store of the Future’

MARS

10 x YES
INTERNATIONAL CLIENT REQUEST

Harmonized quote

ONE Design

Simultaneous facilitation

Partner Agency

Insights Consolidation

JOINT Results Presentation

YES
HOW WE MADE IT WORK?

8 calls over 2mths

Workshop Design
From 5 To 1

Learn & Adjust
What is your key personal value, when collaborating with other facilitators?

Build a model
OUR VALUES

QUALITY

Openness

Transparency

100/100

Tolerance
FINALLY . . .

LSP in Consumer Research
Why - When – How?

Article

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Circle of Expertise
OUR VISION

LSP Circle of Expertise for Consumer Research

Resource pool for international LEGO® SERIOUS PLAY® projects

Sparing partnership for LSP facilitators

Methodology Experimentation Lab
DARE TO

. . . SELL BIG x-country projects to international clients

. . . LEVERAGE the power of the community

. . . TRUST in high quality
THANKS!