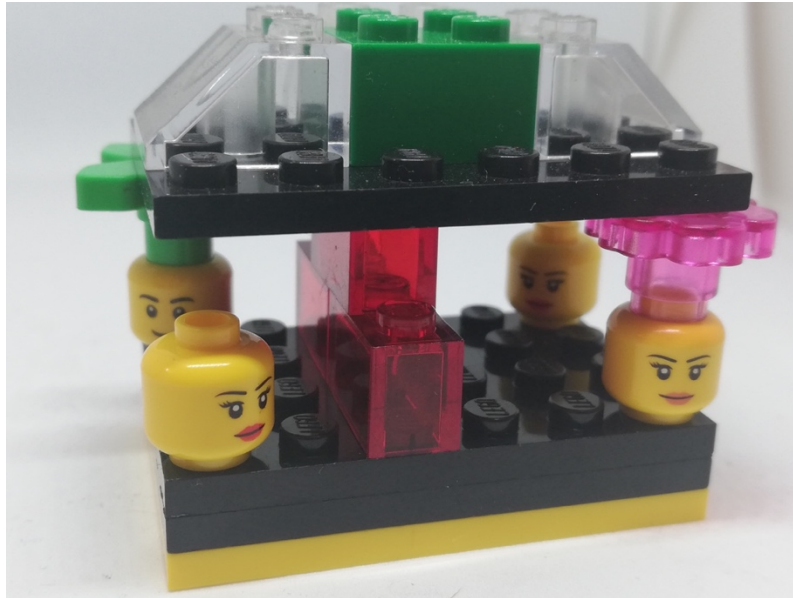


LSP Family in India



Laxman is a technology & process excellence Professional with 17 years of experience and was certified in 2016 by Robert & Kris in Singapore, where the LSP journey started with an urge to find an experiential intervention to complement the Customer Experience and Design Thinking assignments for the clients of his start-up Academy of Customer Experience Consultancy Pvt. Ltd (which he runs with his father & other partners).

Post certification, it dawned that the availability of certified LSP facilitators in India was equivalent to nil. Thus, the thought of being prepared for creating and catering to the demand, Laxman's family stepped up, wherein 3 more from the family got certified.

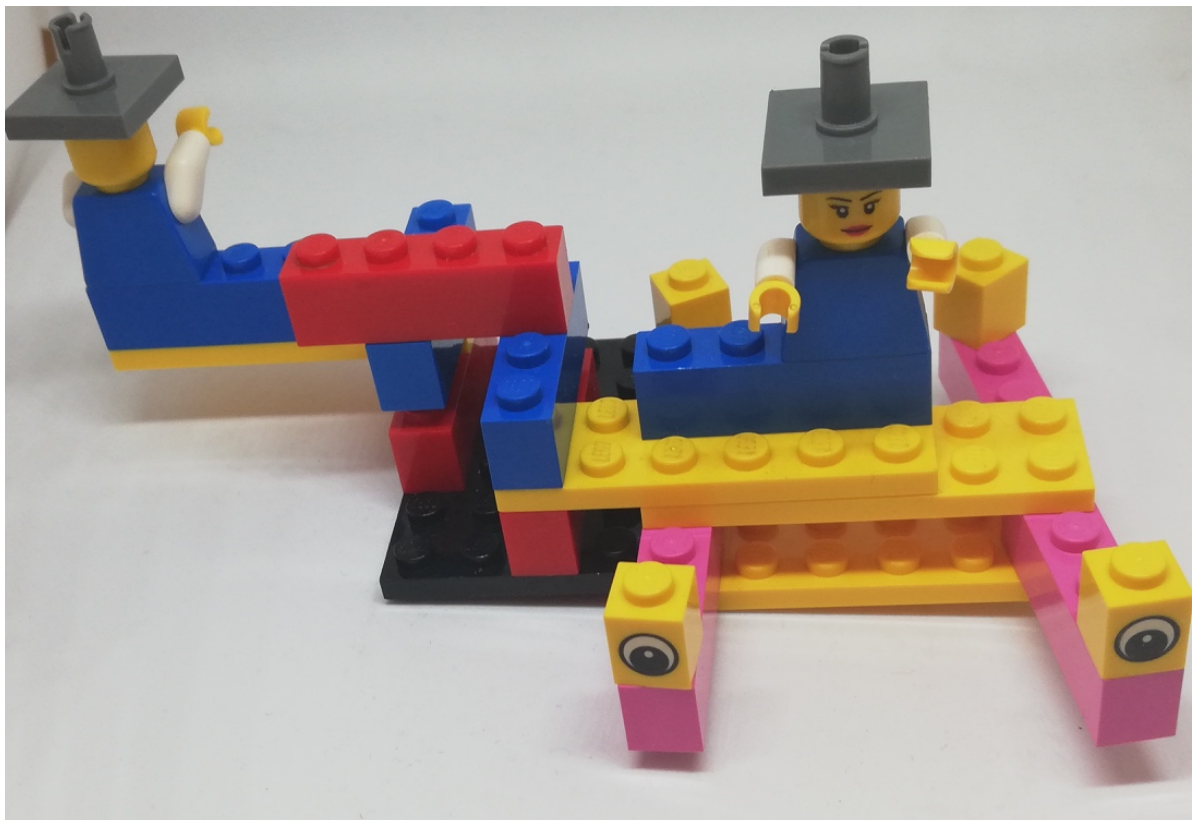
Murugappan (Father of Laxman), retired as Senior Executive Director of IFFCO Fertilizers and has 45 years of experience, he is a veteran from Chemical & Fertilizer Industry of India, was certified in 2017 by Robert & Kris in Singapore. He explores using LSP for strategy management in small & medium business in the domain of manufacturing, fertilizer and chemical industry. He is also exploring usage of LSP for Mentoring for Business Owners on daily problem solving.

Rita (Elder sister of Laxman) is an online- educator in Maths & Science for Higher secondary school & college graduates, was certified in 2017 by Robert & Kris in Singapore. She is always on lookout to make Maths and Science fun to learn. She works with youth using LSP as an intervention for molding the thought process to help them chart out their career plan. She explores using LSP for Youth Development, Career planning, NGO's and Women Self Help Group

Tulsi (Twin sister of Laxman) is an educator, a maths teacher in secondary school, was certified in 2017 by Robert & Kris in Singapore. She is passionate about using new tools and newer teaching aids for school education and believes in enabling engaging platforms for learning. She has worked with young learners of different age and segment for their educational growth. She explores using LSP for school children, college graduate & teacher's group.

Within LSP India & LSP Singapore community they are known as LSP Family.

Bringing LSP to India



With challenges abundant for LSP, India as a market is still 3 to 4 years behind the other regions. The journey of “**Bringing LSP to India**” started with us as a family sitting down and listing out all challenges in India for LSP and decided embark on an approach of experimentation mindset to overcome each challenge one by one ([This is covered In detail in the presentation that Laxman presented in Billund on 7th Oct 2019](#))

LSP in Big group workshops



As a family we would always be on the go to find and create all kinds of opportunity to showcase LSP. As Murugappan says, we aimed to create awareness and nurture demand for LSP, by introducing LSP to various Indian communities for different group of people in different cities.

The first doors opened in form of large group Public Conferences & Tradeshow, Annual events of associations of industries from different domains (Banks, IT companies, Manufacturing, Telecom, Consulting, Industrial forum) and thereupon to Rotary Clubs, LinkedIn Local Clubs, Start-up Symposium & National association like NASSCOM.

The family has so far conducted about 40-50 large group conferences across about 8 to 10 cities in India.

LSP Awareness Demos



On another hand, Laxman started focussing upon giving one-on-one demos to key decision makers of organizations to introduce LSP in the ecosystem. We would tirelessly reach out to key decision makers and request for a 45 mins demo session with no strings attached and would be always ready to embark a travel across cities just to ensure the right introduction & induction about LSP is being done. Thereby creating a pull approach of marketing than a push

Laxman has so far given about 400 to 500 demo sessions and aims to give on an average 2-3 demo per week.

Nurturing LSP India Facilitators Community



The Singapore LSP community has been a big inspiration for the family and Laxman never misses an opportunity to volunteer for the Singapore Community events.

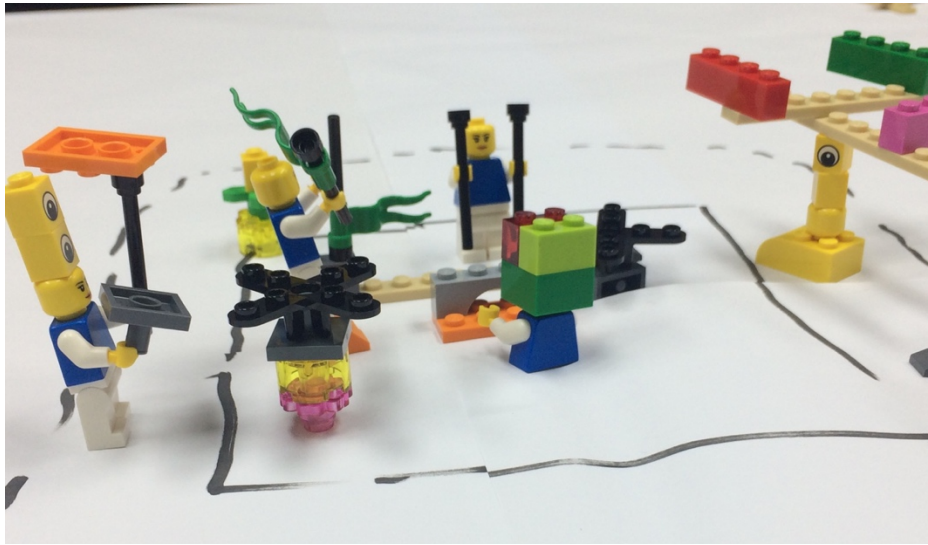
This somewhere triggered a need start providing LSP Facilitator Certification session in India. Over a coffee conversation with Kris Tay, the idea was seeded and after 4 to 6 months of planning the family joined hands with Association of Master Trainers to conduct the first LSP Facilitator Certification session in India. It was conducted in August 2018 by Masao Ishihara and thereupon 3 facilitator training sessions have been done with active support and collaboration of Kris Tay & Masao Ishihara.

The family further extends never ending support to enable the newly certified facilitators to start finding their mojo of LSP and their unique USP with LSP. Laxman keeps pushing the newly certified LSP facilitators to “Let the LSP Bricks discover them”. This is further detailed in his blog [“https://seriousplay.training/in-lsp-let-the-lego-bricks-discover-you/”](https://seriousplay.training/in-lsp-let-the-lego-bricks-discover-you/) on the community website.

In parallel, an outreach initiative was undertaken of manually searching LinkedIn(time and again) to reach out to other certified facilitators in India, have one-on-one calls or meeting with them and thus a LSP India Facilitators group was formed (as inspired by the LSP Singapore Group). Now the endeavours are

on to transform this group into a community and make them as active as other communities across the globe.

Bringing India to LSP



In one of the entrepreneur summit, a very senior and visionary lady entrepreneur, posed a question to the family. She said “ As you say LEGO® SERIOUS PLAY® is all about constructionism and Thinking with your hands, Why don’t you look at nurturing and empowering one family per district in India to become a LSP Family of their district, like yours and see the miracles that evolve” .

To give you a background, there are 730 districts (across 28 provinces) in India , where in each district has its own legacy(which goes back to ages of history) handicraft & art work consisting of intricate, complex and unique handwork, which means enabling 730 families in India and then see the wonders that evolve in this space of blending “Thinking with Hands”, “Play”, “Constructionism” & “Ancient Handwork”.

We as a family quite often ponder what if this is attempted ? Somewhere in the back of our minds, the bigger purpose now is not Bringing LSP into India, but Bringing India to LSP and see the bigger magic evolve.