



LEGO® SERIOUS PLAY® Workshop Series: Playfulizing your Design Thinking process through “Purposeful Play”

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

The world is changing fast. The rules have changed. Your products and services now require a design thinking approach to stay relevant.

“Almost all creativity involves purposeful play” Abraham Maslow said. In this workshop, you will experience the major procedures of the Design Thinking Process, but in a playful way.

If you are a newbie in Design Thinking, you will understand what Design Thinking is, and experience how purposeful play with LEGO® bricks can help you to redeem your creative confidence.

If you are already an expert in Design Thinking, you will learn how to tweak the Design Thinking process with the LEGO® SERIOUS PLAY® method in order to bring a more impactful outcome for the challenge, or a better collaboration in your team.

Programme code

10013980-06

Date and time

10 Mar 2023
(09:00 – 17:30)

Venue

HKPC Building, 78 Tat Chee Avenue, Kowloon
(Face-to-face at HKPC : Joe LEUNG; Online : Brian TANG)▲



Medium

Cantonese; OR
Bilingual (English and Cantonese)*
**if there is any non-Cantonese speaking participant*

Course fee

HKD 2,950 / **HKD 2,800***
*Group enrolment of 2 people or above; OR
HKD 2,700*
For participant who has completed LEGO® SERIOUS PLAY® facilitator programme previously.

Special feature

This workshop adopts the use of the LEGO® SERIOUS PLAY® method. The LSP method is a series of hands-on, minds-on learning activities. During the workshop, participants will be able to draw insights not only from themselves but also from others, reflect on their current situations, and apply in the context of work environments. As a side benefit, participants will find themselves a creative brick builders and amazing storytellers!

Learning Objectives

- Understand the concept and core phases of Design Thinking
- Enhance empathy, creativity and storytelling skills with the use of the LEGO[®] SERIOUS PLAY[®] method
- Learn how to optimize product/service/user experience using Design Thinking and the LEGO[®] SERIOUS PLAY[®] method
- Learn how to facilitate radical collaboration in a team

Course Outline

- Introduction of Design Thinking with mini-LSP activity
- Empathy with metaphorical storytelling
- Jump into the user’s shoes with story making
- Hands-on, minds-on ideation exercise
- Radical Collaboration for prototyping
- Test for feedback
- The power of iteration
- Tom Kelley’s Creative Confidence
- The impact of play in creativity
- Warp-up

Target Audience

- Service Designers, UX Designers, Product Developers
- Management and Change Management Professionals
- Scrum Masters, Product Owners, Agile Coaches
- Managers, Team Leaders
- Human Resources practitioners
- Recruiters, Head-hunters
- Teachers, Professors, Researchers
- Anyone who is interested in Design Thinking or the LEGO[®] SERIOUS PLAY[®] method

Award of Certificate

A certificate of attendance will be issued by the Hong Kong Productivity Council to participants who has completed the course.

Trainers

Brian TANG

Brian is the first person in the world to train LEGO[®] SERIOUS PLAY[®] Methods Facilitator in Chinese. Certified LEGO[®] SERIOUS PLAY[®] Methods Facilitator. Strategic Play[®] Group Licensed Trainer in LEGO[®] SERIOUS PLAY[®] Methods in China. TAE40110 Certificate IV in Training & Assessment and TAE50111 Diploma of Vocational Education & Training. Registered Corporate Coach™. Master of Business Administration.

Brian has over 10 years of experience in talent development and trainings specialising in adult learning, vocational learning, blended learning and LEGO[®] SERIOUS PLAY[®] method. He has delivered a vast array of programmes in the areas of leadership development, management skills, storytelling, presentation and train-the-trainer etc. Audience ranges from frontline staff, management executive and training & development manager.



Joe LEUNG

Joe is a Certified Facilitator of LEGO[®] SERIOUS PLAY[®] Methods. He applies methodologies from LEGO[®] Six Bricks, Playbox Methods, IDEO U of Design Thinking Process and Board Game Education. Armed with more than 15 years of experience in the education sector and a wealth of playful tools at his disposal, Joe is now devoted in designing and delivering playful yet powerful learning activities. He aims to facilitate both adults and kids to acquire knowledge and skills in the state of “flow”.



Enrolment

Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms KWOK). Please indicate the course name and course code on the back of the cheque and envelope.

[Enrolment form can be downloaded at
<https://www.hkpcacademy.org/en/enrollment.aspx>]