

UNLEASHING CREATIVITY & PROBLEM SOLVING THROUGH LEGO® SERIOUS PLAY™

(HRD CORP CLAIMABLE COURSE 10001161436)

14 – 15 OCTOBER 2025

SABAH INTERNATIONAL
CONVENTION CENTRE

RM1,200 PER PAX

What if the next breakthrough idea in your organization could be built literally with LEGO® bricks? This program takes your team on a playful yet powerful journey, where creativity flows freely, barriers to fresh thinking are broken, and innovative solutions emerge from unexpected places. Serious business, fueled by Serious Play.

Creative Thinking with **LEGO® SERIOUS PLAY®** is not your typical training. For two days, participants explore the **Advanced Systematic Inventive Thinking (ASIT)** method, a four – step creative engine, through a hands – on Lego Serious Play journey. The result? A team that thinks differently, solves problems faster, and builds solutions that stick.

Why It Excites Teams?

Creativity is contagious when people can touch, see, and co – create ideas together. This program helps participants unlock:

- Fresh ideas for new products, services, or strategies.
- More efficient ways to tackle everyday challenges.
- Greater customer satisfaction through inventive solutions.
- Energy, teamwork, and shared ownership of ideas.
- A culture of curiosity that drives continuous innovation.



Increased
Efficiency



Customer
Satisfaction



Motivation &
Teamwork



New
Product



Successful
Strategy



New
Methods

Core Creative Adventures

ASIT in Action

Discover how structured creativity works through real-world examples.

Problem Landscapes

Visualize and map challenges using Lego models and qualitative charts.

Closed World Exploration

Reimagine familiar objects in surprising new roles.

Change & Transformation

Learn how flipping, combining, or eliminating elements sparks fresh solutions.

Breaking the Fixedness Barrier

Overcome the “we’ve always done it this way” mindset.

The Creative Build

Apply the 4 – step ASIT process to design breakthrough solutions.



Program Takeaways

After this program, learners can:

- Build models that reveal hidden perspectives.
- Generate imaginative yet practical solutions.
- Experience teamwork that transforms into innovation.
- Present bold strategies inspired by play ready for real-world application.

Delivery Snapshot

Duration	: 2 Days (14 hours)
Mode	: Face – to – Face, interactive, hands – on LEGO® SERIOUS PLAY®
Methods	: Storytelling Case Studies Videos
Industries	: Applicable to all sectors
Audience	: Managers, Executives, Supervisors, and Teams eager to spark creativity

Key Benefits for Your Organization

- Efficiency Gains: Smarter processes & reduced bottlenecks.
- Innovation Flow: New products, strategies, and methods.
- Customer Delight: Creative solutions that enhance satisfaction.
- Stronger Teams: Motivation, collaboration, and trust.
- Profitability: Better ideas leading to better results.

Time	Day 1 Content	Day 2 Content
0900 – 1030	Introduction, Overview & Purpose of program. Lego® Serious Play® method (Skill Building)	Debrief of Key Learning Points of Day 1 Overcoming Functional Fixedness
1030 – 1050	Break	Break
1050 – 1250	Relationship between Problems & Solutions Creative Examples	Applying ASIT in business landscape
1250 – 1300	Brief	Brief
1300 – 1400	Lunch	Lunch
1400 – 1530	Closed World Condition Problem & Environmental Objects	Generate Creative Ideas from the 4-step process
1530 – 1550	Break	Break
1550 – 1630	Qualitative Change Condition ▪ Inversion or Elimination of the Problem ▪ Writing Intended Objective (Desired Results)	Presentations of Strategies of Creative Insights Summary / Question & Answer
1630 – 1700	Evaluation of Day 1 Learning Closing	Evaluation of Learning/ Certificate presentation Closing



Christopher Raj holds a Masters in Counselling (Distinction) and Honours Degree in Biochemistry from University of Malaya, Malaysia and Post – Graduate Certification in Distance Education & Technology from Indiana University, USA. Christopher's work experience includes:

- Business Development and Operations Manager at the Centre for Continuing Education, University of Malaya (UMCCed), where he pioneered the set – up of the centre's operations as well as spearheaded the implementation of technical assistance and training programmes sponsored by International funding agencies.
- Programme Management & Operations Manager at the Institute of Professional Development, Open University Malaysia, where he was involved in the planning and implementation of programs in education and training for both local and international clients. He spearheaded the implementation of Learning Management system.
- Business Development, Trainer & Counsellor at Leonard Personality Inc., where he commenced his foray in training & development and practice in counselling and education technology.

Currently, Christopher work focus is in three areas:

Counselling (Counselling at Workplace; Career Counselling; Training in Counselling Skills)

As a psychological counsellor, Christopher maintains an active counselling practice and is a registered Counsellor with the Malaysian Board of Counsellors. He advocates Cognitive Behavior therapy in his practice focuses on counselling at the workplace, career counselling and training in counselling skills. Christopher is also a licensed facilitator of the Leonard Personality Inventory (LPI).

Learning & Development in Organizations (Training & Evaluation of Effectiveness of Training) Christopher is a certified trainer and facilitator with the Human Resource Development Corporation (Malaysia) and has attained his Advanced Certificate in Training and Assessment (ACTA) in Singapore. Christopher is also a Certified Lego® Serious Play™ facilitator and a Bronze Level Kirkpatrick Training Evaluation Certified Professional. He was trained and certified by Robert Rasmussen (founding pioneer of the Lego® Serious Play™ methodology) in Copenhagen, Denmark and Dr. James Kirkpatrick in Washington, USA.

Applying IR 4.0 Technology in Learning & Organizational functions (Smart Technology in Classrooms and Mobile Learning). Christopher is a keen advocate of applying technology in learning and industrial process that relates to customer centric businesses. He consults organizations and educational institutes on using interactive teaching systems, smart technology, and AI in customer centric organizational functions.

At present, he manages his own company, which oversees two areas of business: Training & Interactive Teaching Solutions. Christopher has facilitated programs for over 20 years in various organizations across the Southeast Asia and South Asia region.



Certified Facilitator
LEGO® SERIOUS PLAY®



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