

# SUCCESS STRATEGIES FOR ORGANIZATIONS

UNLOCKING STRATEGIC AGILITY  
WITH LEGO® SERIOUS PLAY®

(HRD CORP CLAIMABLE COURSE 10001604972)

## Why This Program?

In a world where change outpaces tradition, yesterday's strategies can't guarantee tomorrow's success.

Forecasts fall short. Plans stall before they even launch. What organizations need today are strategies that adapt, flex, and respond in real time.

This program helps your leaders and teams build strategies that work now – while staying resilient for what comes next.



## What You'll Experience?



Through the powerful LEGO® SERIOUS PLAY® method, participants don't just talk about strategy, they see it, build it, and test it in real time. Complex business challenges become tangible.

Ideas become visible.

Solutions become actionable.

Transform strategy into something you can see, touch, and act on.

## You'll explore:

### Organizational Identities

Who we are, where we want to go & how we are seen. Teams map out core, aspirational, and external identities to align vision with reality.

### Forces Shaping the Business

Go beyond theory. Identify the real factors impacting your processes, people, and results.

### Insights & New Strategy

A hands-on framework to:

- Create a climate for change with urgency and vision.
- Engage the whole organization for buy – in and momentum.
- Sustain change by embedding it into culture.

BUSINESS IMPACT

CHANGE STRATEGIES

ACTION PLANS



## Outcomes That Matter

By the end of the program, your people will:

- Pinpoint the real issues shaping your business landscape.
- Generate fresh, practical solutions using systematic analysis.
- Turn strategy into action plans that stick.

## Program Snapshot

Duration	: 2 Days (14 hours)
Mode	: Face – to – Face, interactive, hands – on LEGO® SERIOUS PLAY® Storytelling
Methods	: Case Studies Videos Concept formation
Industries	: Applicable to all sectors  Leaders, managers, executives, supervisors, and cross – functional teams.
Audience	: Anyone ready to move beyond traditional planning and embrace strategic agility.

## Key Benefits

- A workforce that thinks creatively and acts strategically.
- Teams that can diagnose problems and design real solutions.
- Strategies that keep pace with complexity and change.

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 Creating a Climate for Change
1030 – 1050	Break	Break
1050 – 1250	Core Identity – Who are you in this business? Aspirational Identity (Accountability)	Engaging and Enabling the Whole Organization Implementing and Sustaining the Change
1250 – 1300	Brief	Brief
1300 – 1400	Lunch	Lunch
1400 – 1530	External Identity – How is your organization perceived as a business by others? Building your organization's business landscape.	Presentations of Insights & New Strategies
1530 – 1550	Break	Break
1550 – 1630	Factors that affect your business Identifying problems & issues in business process	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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