



AHC Learning Ltd.

CASE STUDY: LEGO®  
SERIOUS PLAY®

A reflective,  
hands-on  
workshop for two  
third-sector CEOs  
to explore  
confidence,  
resilience, and  
doing more with  
less.



# Summary

Leading a charity in today's climate demands creative problem solving, personal resilience, and the ability to inspire teams while facing shrinking resources. Two CEOs from the third sector sought a dedicated space to pause, reflect, and explore what confident leadership looks like when traditional support systems are stretched thin.

**Alison says :** *LEGO® SERIOUS PLAY® (LSP) was the ideal method for this session. When you're working with senior leaders, especially those facing complex and high-pressure decisions, you need a tool that gets them into a space of curiosity and creativity quickly. LSP does exactly that. It helps people find that sweet spot between challenge and confidence (LSP calls this the flow zone - where learning feels natural and energizing). The playfulness of LEGO lowers defences; the structure keeps the thinking focused; and the metaphors invite powerful reflection. That's what made this session so effective in just 120 minutes.*

## The main areas of focus for the workshop:

- Leading with reduced resources
- Building personal confidence and resilience
- Visualising a thriving future

## About The Client:

This session brought together two CEOs from respected charities based in Scotland.

One organisation provides affordable and inclusive counselling services to support mental wellbeing.

The other offers tailored emotional and practical support to families navigating complex challenges.

Both are deeply rooted in their communities, working with individuals and families who often face significant emotional and financial hardship.



# Challenges

Both leaders were facing the increasing pressures of leading charities through financial uncertainty and shrinking support. Strategic decisions had to be made under strain, often while trying to preserve the wellbeing of their teams and service users.

Designing a meaningful session in just 90 minutes was also a unique challenge. The workshop needed to create space for honest reflection and forward momentum - but also needed to strike the right balance between lightness and depth.

Another subtle challenge was the mindset shift. As CEOs, both participants were used to operating in fast-paced, solution-driven environments. Inviting them to pause, build, and reflect using LEGO® bricks was initially a stretch - but quickly became a catalyst for creative thinking and surprising energy in the room.

## What We Did

We brought the power of metaphor to the surface using LEGO® SERIOUS PLAY® - but this wasn't just about bricks on a table. It was a journey, carefully designed to give space, clarity, and challenge to two leaders carrying a lot on their shoulders.

The session began with something deceptively simple: a LEGO® minifigure build. Each participant constructed a figure to represent how they were showing up in that moment - bringing awareness to their state of mind and leadership presence. This opening activity invited honesty and reflection in a way that felt light yet meaningful.

From there, we moved into the core builds.

The first explored the question: "What is it like to lead with reduced resources?" Hands got busy and stories emerged about pressure, prioritisation, and holding things together for others. This grounded the session in the very real constraints they face.

The second build shifted focus to possibility: "What does your charity look like as it thrives despite having fewer resources?" The energy in the room lifted as ideas of innovation, partnerships, and adaptability took shape - literally and metaphorically.

The third build brought it back to the individual: "What is a confident and resilient you?" Here, the builds became more personal. Through metaphor and discussion, each CEO began to articulate what they needed to sustain themselves - not just their organisations.

Each activity followed the core LSP cycle: question/statement → build → share → reflect/capture. As stories were told, the coaching-style prompts deepened the insights. We didn't rush. We let the models lead.

What was most striking was the shift. From hesitant laughter at the first minifigure to full-body storytelling and quiet "aha" moments during the third build, the session created a rare space for strategic reflection and personal realignment.

**Alison says :** *“This was one of those sessions where I could feel the value as it was happening. The combination of seniority and openness these CEOs brought into the room created such a rich environment. I designed the session to be highly practical and reflective, knowing that their time was precious - but what stood out was just how energised they became by the playfulness of the process. It reminded me that creativity and leadership belong together, even in the most serious of contexts.”*

## Feedback and Results

Here's what the participants had to say:

*“First class. Alison's approach well crafted and encouraged reflective space...Time, the 2 hours felt expansive – to have quality time to reflect was invaluable...It helped me review my values and strengths as a leader...Surprisingly effective to explore challenges from a different angle.”*

*“The model allows the participants to share as much or as little as they want in safe space... It is an easy way of using the 3rd object to help you think and process what is on your mind and respond to the questions raised by the facilitator....Reflective, insightful, calming, connecting and safe...Go for it, you will surprise yourself.”*

## Facilitation Style

Participants responded warmly to Alison's facilitation:

*“Wouldn't change anything, the use of music as a signal was brilliant.”*

*“Alison encourages reflection, problem loving and space for the self.”*



## In Summary

This short, impactful session demonstrated how LEGO® SERIOUS PLAY® can be used with senior leaders to unpack real challenges and unlock personal clarity. With direct quotes evidencing its power, this workshop shows that play, when structured with purpose, leads to deep insight.

Are you interested in exploring LEGO® SERIOUS PLAY® for your organisation?

Since 2001, AHC Learning Ltd. have excelled in delivering personal and professional learning and development workshops. We aim to make a real difference while forming true and lasting partnerships with our clients, enabling us to deliver the right solution at the right time.

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