



# CREATIVITY AND INNOVATION @ WORK USING LEGO®

October 25, 2019 | Lahore  
9:30 am - 5:00 pm

A Process to Enhance Business Performance Using LEGO®

## Key Benefits

- UNDERSTAND the science of creativity and innovation
- EXPERIENCE for yourself the creation of creativity and innovation
- LEARN how to use fun and structured play to ignite creativity and innovation

## Course Overview

Is creativity a 'lightbulb' moment that just happens to some people and not to others? No, you can create the circumstances which encourage creativity to happen for everyone. Once you understand what happens to the creative person and how to make this happen you can increase creativity and innovation in your company. This is done in a fun way using LEGO®

## Who Should Attend?

### Managers and consultants involved in

- Organizational Development
- Product Development
- Change Management
- Strategic Planning
- New Ideas and Ways of Working
- Participative Management

## WHAT IS LEGO® SERIOUS PLAY®?

LEGO® is one of the most recognized brands in the world. Millions of children around the world have experienced the plastic building blocks to build or visualize 3D structures and have sought immense pleasure doing it. This, we all know. What you perhaps aren't familiar with is how the LEGO® Company has helped hundreds of companies transform their vision, strategy, culture and much more. The main driver for this transformation is a methodology known as, the LEGO® SERIOUS PLAY®.



Course Facilitator:  
**Pete Smith**

- 40 years of experience in HR and Marketing
- 5 years of practical experience as a Certified LEGO® SERIOUS PLAY® facilitator
- Successfully introduced LEGO® SERIOUS FUN® and LEGO® SERIOUS PLAY® methodologies in Africa, the Middle East and Pakistan.



### For Registration & Details:

Karachi: 021-34547141, 34520093, 34536306

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Helping You Succeed!

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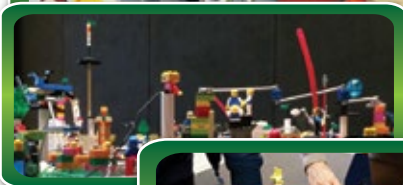
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## Course Agenda

- Play with LEGO® to create the atmosphere for creativity and innovation
- The science behind using LEGO® to evoke creativity and innovation. *Why it works*
- Using LEGO® SERIOUS PLAY™ to evoke creativity and innovation. *Make it happen.*
- The secrets of using LEGO® to evoke creativity and innovation. *What you must do.*



Upcoming Program

TEAM BUILDING @ WORKPLACE USING LEGO®

October 22-23, 2019 | Marriott Hotel, Karachi  
9:30 am - 5:00 pm

## PROFILE



**Pete Smith** has both the formal education and the practical experience to have an intimate knowledge of which team building methods have positive results. He has an MBA from the University of South Africa, and over 40 years' experience in the business world making teams productive. Combining his formal knowledge of, and practical experience in team building he strongly believes that team building cannot be tackled from only a rational perspective. The emotional side of people must be included for teams to be efficient and effective.

He has been using LEGO® in a structured way for 16 years to access people's emotions and successfully build teams. He strongly believes in the LEGO® SERIOUS PLAY™ methodology and is dedicated to making teamwork work.

### What Past Participants have said about Pete Smith's Workshop?

Overall it was an excellent course! Loved the fact that there were no presentations and everything was exercise based. It was a super engaging workshop.

**Aamina Siddiqui, HR Manager, P&G**

The program was fun with purpose. I have learned new perspective of leadership using LEGO model.

**Tariq Mushtaq, SVP Operations, Jubilee General Insurance**

An innovative and effective approach to learning

**Abdul Qadir, Manager MEC, PARCO**

One of the most engaging programs. I want to learn more about LEGO methodology and how it can be implemented in different functions.

**Sabeen Kaleem, Deputy Manager OD, Thal Engineering**

## INVESTMENT

PKR **25,000**+PST  
Per Participant

**FEE INCLUDES:** Course material, certificate of attendance, lunch, refreshments & business networking

## 3 Easy Ways to Register

☎ 021-34547141, 34520093, 34520708

✉ register@octara.com 🌐 www.octara.com

Send your cheque in favor of Octara Private Limited

To: **Umair Tariq, Admin & Accounts Executive**

Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.

Tel: 021-34520708, Cell: 0343 5940485

### Bring this program **In-house** at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings. Please contact **Naveed Rahim** at [naveed.rahim@octara.com](mailto:naveed.rahim@octara.com) or call at **0334-3082767**