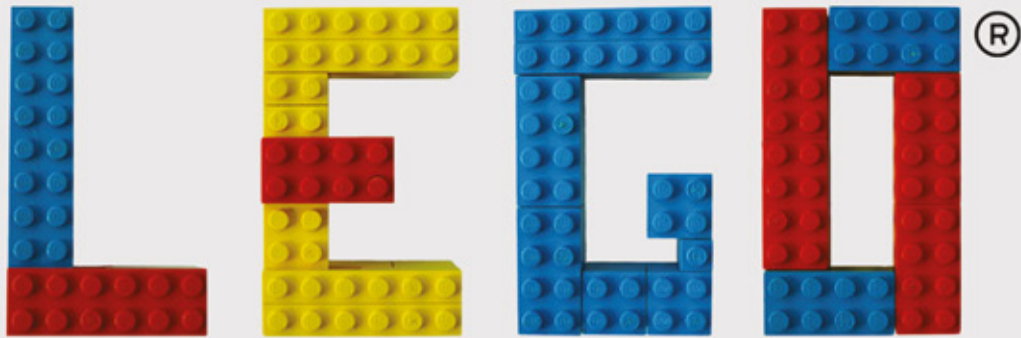




# Problem Solving Using



# SERIOUS PLAY<sup>®</sup> Methodology

March 28-29, 2019 | Marriott Hotel - Karachi | 9:30 AM – 5:00 PM

## How will the participant benefit?

At the end of the workshop, the participants should be able to:

- Physically visualize their thinking and strategy through 3D model building
- Share their individual reflections, thinking and experiences to create a collective body of knowledge
- Use constructionism (hands-on model) to create solutions for organizational problems
- Explore a problem from different perspectives/angles by involving all participants through 100% engagement
- Use story-telling and metaphors as a novel and efficient means of generating and sharing knowledge
- Deal with tough and complex problems in a constructive atmosphere where hard fun and serious play provoke new learnings and creative ways of thinking
- Deploy LSPM effectively in strategy formulation, leadership development, innovation management, team building and organizational communication



**Certified Facilitator**  
LEGO<sup>®</sup> SERIOUS PLAY<sup>®</sup>

## Dr. Khurram Sharif

- Over 26 years of training, consulting, teaching and sales management experience
  - Senior Partner at MEGA Business Solutions, a Saudi Consulting Firm
- Senior Marketing Faculty at College of Business & Economics (AACSB Accredited), Qatar University
- Holds a PhD in Business-to-Business Relationship Development from Kingston University, UK and MBA from Lancaster University, UK



### For Registration & Details:

Karachi: 021-34520093, 34547141, 34520708

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**DR. KHURRAM SHARIF** ...is a senior member of the marketing faculty in the College of Business & Economics, Qatar University. Khurram is also a Senior Partner at Mega Business Solutions, a Saudi Human Resource Development and Marketing Consulting firm. Khurram has taught, trained and consulted in the European, Far East, GCC and the Sub-Continent regions. Khurram's experience ranges from Pharmaceutical Sales, Vocational Training and Higher Education. He is an International Master Trainer and a Certified LEGO® Serious Play® Methodology Facilitator who has worked with a number of international blue chip clients.

Khurram served as an Academic Board Member to develop the Technology Innovation & Entrepreneurship Program for Qatar Science and Technology Park (QSTP). Later, Khurram continued working with QSTP as a training consulting advising them on training matters related to marketing innovations and new products development programs.

As a Senior Projects Manager at Spring Skills (the largest private vocational training firm in UK), Khurram developed numerous business proposals and training plans for the organization. This involved multi-disciplinary approach that included Europe wide relationship building, competitive tendering against European firms, board level meetings across Europe and long-term strategic partnership development with European vocational training businesses.

Khurram graduated as an Electronics Engineer (B.Eng. (Hons) from University of Kent, UK). Later on, he did his MBA, in Marketing, from Lancaster University, UK and his PhD, in Business-to-Business Relationship Development, from Kingston University, UK.

Khurram uses 'experiential' and 'blended' approaches to training where he involves himself and the participants in the knowledge generation and the learning process.

## Dr. Khurram has trained participants of



## Course Overview

LEGO® Serious Play® Methodology (LSPM) is an effective problem solving technique for individuals and businesses. It draws on the extensive research from the fields of strategic thinking, organizational development, psychology and effective learning. Fundamentally, LSPM is based on the concept of hands-on-learning (constructionism) or thinking through fingers. LSPM ignites participant's intellect and imagination through deep emotional involvement and total engagement. This positive mental state taps into the powerful insights that are a rich source of vital information for problem solving.

In this highly interactive and experiential workshop, participants will work with LEGO (or constructionism) to create solutions for organizational problems and explore a problem from different perspectives through 100% engagement. It utilizes 'blended approach' of Constructionism (building 3D LEGO models), Metaphors & Storytelling to unleash insights, emotions, experiences and thinking.

## Who Should Attend?

In general, individuals mostly managers and their teams who are facing a problem/issue are affected by a problem or are a part of providing a solution to the problem should participate in LSPM workshops. More specifically,

**Marketing Managers** (dealing with new product development or idea generation)

**Business Development Managers** (involved with market growth or future opportunities identification)

**HR Managers** (dealing with change management or employee problems)

**Research and Development Managers** (responsible for innovation and creativity)

In addition, managers/directors dealing with, or facing, leadership, team building and decision-making issues/problems should find these workshops useful

## AGENDA

### Problem and Problem Solving

- Problem with Problem Solving
- Problem Solving Models
- Problem Based Learning
- Deep Emotional Involvement
- Skill Building Exercise

### What is LEGO® Serious Play® Methodology (LSPM)

- Hand Knowledge
- Concrete Thinking
- Real Time Strategy

### Science Behind LSPM

- What is Play?
- The Philosophy of 'FLOW'
- Use of Imagination
- Metaphors as Vehicle For Strategic Thinking
- Forming Complex Adaptive Systems
- Thinking Outside The Box Activity

### LSPM Core Process

- Pose the Big Question
- Construct 3D Visual Model
- Communal Knowledge Sharing
- Collective Critical Reflections

## LSPM Application Techniques (AT)



Building Individual Models (AT1)



Building Shared Models (AT2)



Creating a Landscape (AT3)



Building a System (AT4)



Playing Emergence & Decisions (AT5)



Extracting Simple Guiding Principles (AT6)

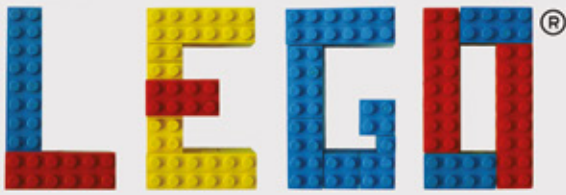
Multiple activities focusing on individual model building, shared model building, landscaping, building a system and playing emergence.

### HIGHLIGHT OF THE WORKSHOP

In this hands-on workshop, participants will build modular solutions to the posed questions. Constructing 3D Visuals with the provided LEGO Serious Play® Kit will enhance participants' emotional engagement that tends to uncover deep and powerful insights leading to collective wisdom for effective and real time problem solving.



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March 28-29, 2019 | Marriott Hotel - Karachi

## INVESTMENT

PKR **44,500**+SST  
Per Participant

Group Discount is Available

## FEE INCLUDES:

Course material, certificate of attendance, lunch, refreshments & business networking

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: 0302-4599773

## 3 Easy Ways to Register

☎ 021-34520093, 34547141, 34520708

✉ register@octara.com

🌐 www.octara.com

### 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 & avoiding pitfalls. Please contact **Naveed Rahim** at [naveed.rahim@octara.com](mailto:naveed.rahim@octara.com) or call at **0334-3082767**

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Asim Rashid

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Multiple Trainers

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Dr. Mehvish Baig

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