

## **How to involve people in authentic and meaningful co-production – using Lego**

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## 'How to involve people in authentic and meaningful co-production – using Lego'

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Co-production is a Zeitgeist theme within Healthcare innovation work from a policy level, to research and right onto frontline service improvement work. Many different terms are associated with it; PPI, participation, co-design, co-creation. Yet much of the activity that comes under this broad umbrella could probably be defined as tokenistic in the worst case scenarios and in the best and most well intentioned cases, not achieving its full potential.

One of the biggest challenges is how to engage people – if this fundamental aspect isn't addressed appropriately, then issues of dominance, hierarchies, not accessing genuine experiential knowledge, or tacit professional knowledge are more likely to distort the process. One of the inherent features of co-production is the 'production' of something. For academics, this can be knowledge. However, knowledge is a very intangible thing and often different for various stakeholders participating in the same process. Unless these can be made tangible, it is very easy to make assumptions about what knowledge each participant has taken away.

In our experiences, we have used the making of physical 'stuff' to overcome these challenges. Making anything, from a cake to a Picasso, is a reflective process, that gives the maker time to consider things. The practical activity enables a participant to access subconscious and tacit knowledge, surfacing awareness of the way one has done things automatically in the past that was not explicit. It makes knowledge tangible which immediately reduces the possibility for assumptions. The process gives all participants the space to make something physical then talk about what they have made and why. This inherently gives all participants a platform to contribute and allows them to make their contribution with respect to the \*thing\* they have created and so protects their contribution from criticism by others. All of which helps to level hierarchies, empower the dis-empowered, re-balance contributions.

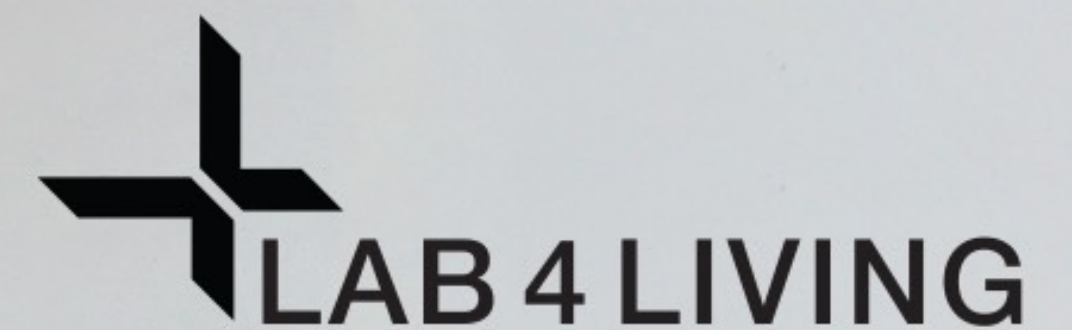
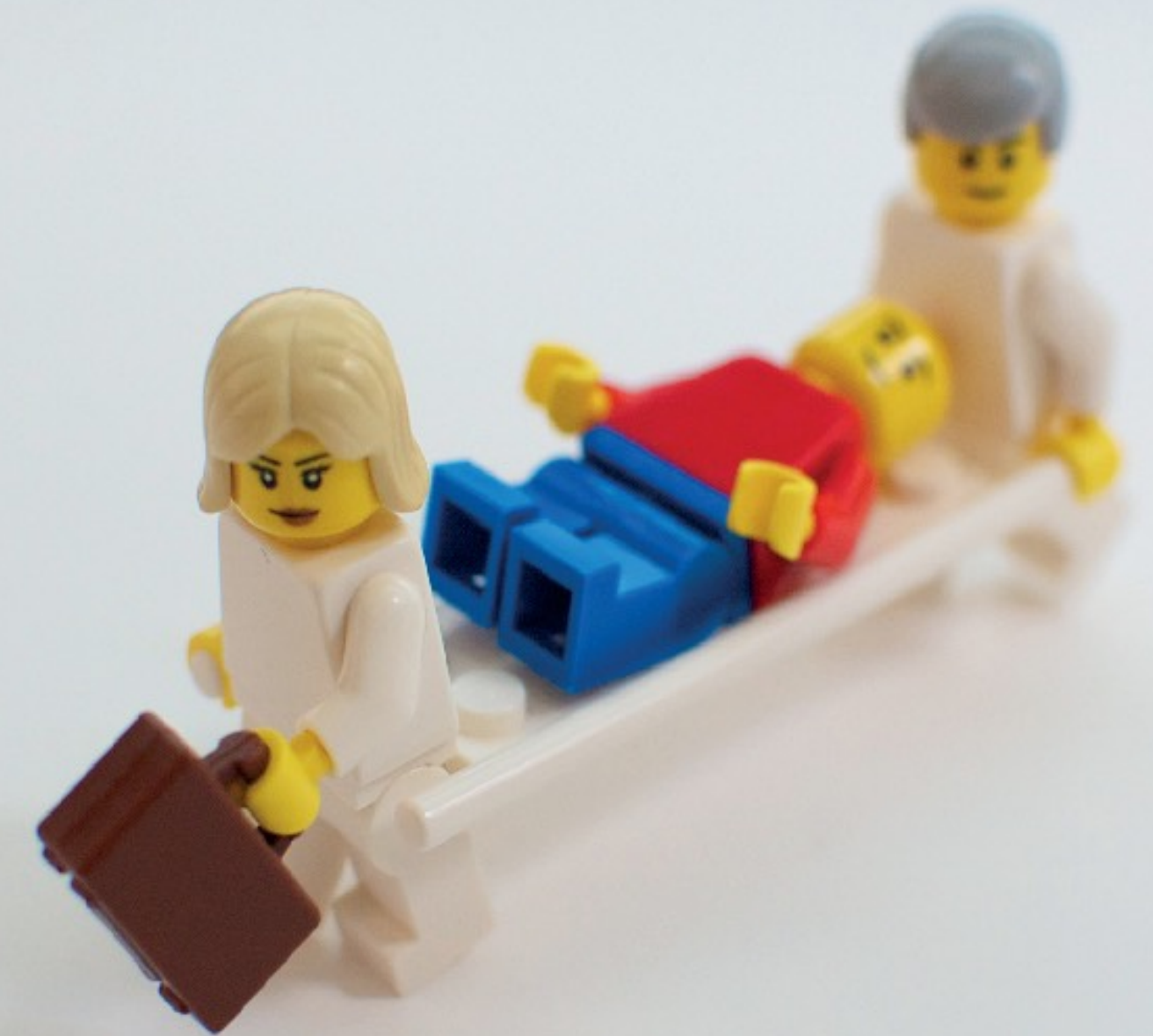
We will use Lego and the Lego Serious Play Methodology to demonstrate creative, participatory ways of involving people in research and improvement work. Through the 'doing' of a Lego Serious Play workshop you will experience the benefits of co-production conducted in this way as described above. You will also get to keep a small Lego kit! Who says work, learning and conferences aren't fun?

# LEGO® Serious Play™ for Healthcare innovation

#LSP

@JoeLangley\_

@Wolstenholme\_D





**LEGO workshop:  
how to involve people in meaningful  
and authentic co-production...**

Joe Langley

Dan Wolstenholme

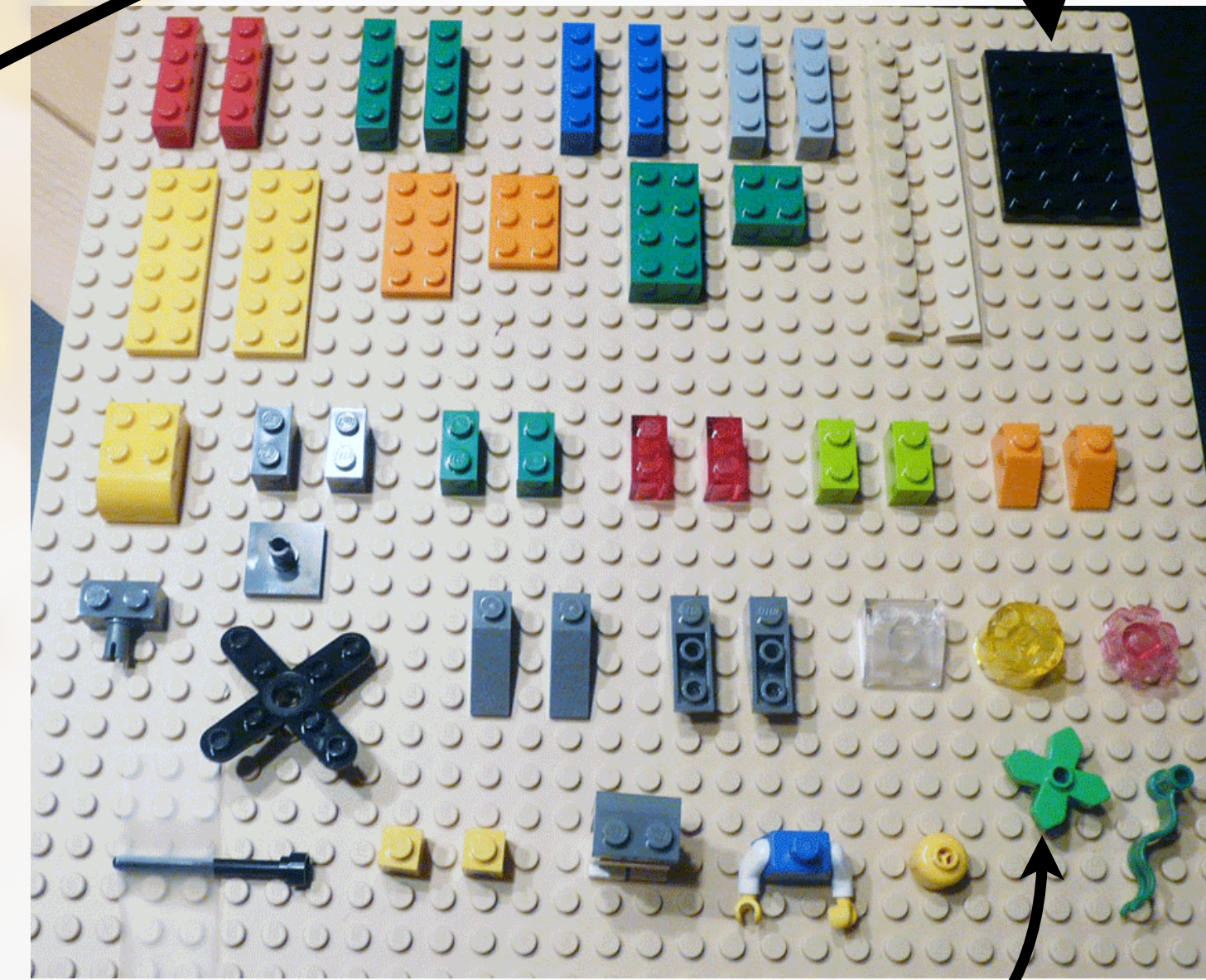
Becca Partridge

# Lego Skills Building

- Please open your lego packs
- Build a tower:



- Start with the **black rectangle plate**
  - Top the tower with the **green leaves**
  - Use only **green bricks plus one other colour** of your choice - you do NOT have to use all the bricks of these two colours
- You have **3 minutes**



# Rules

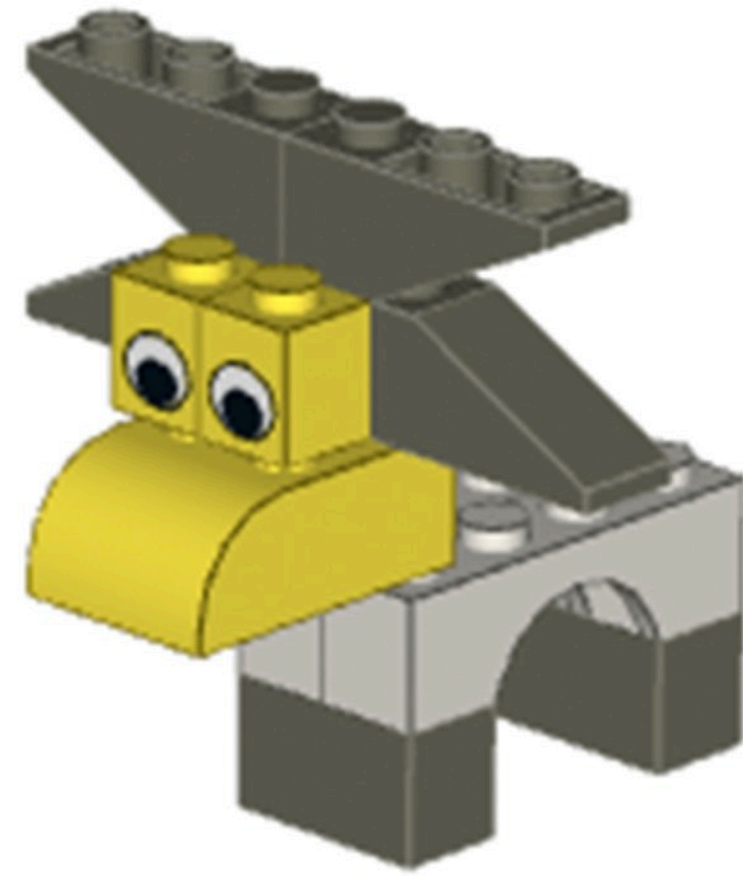
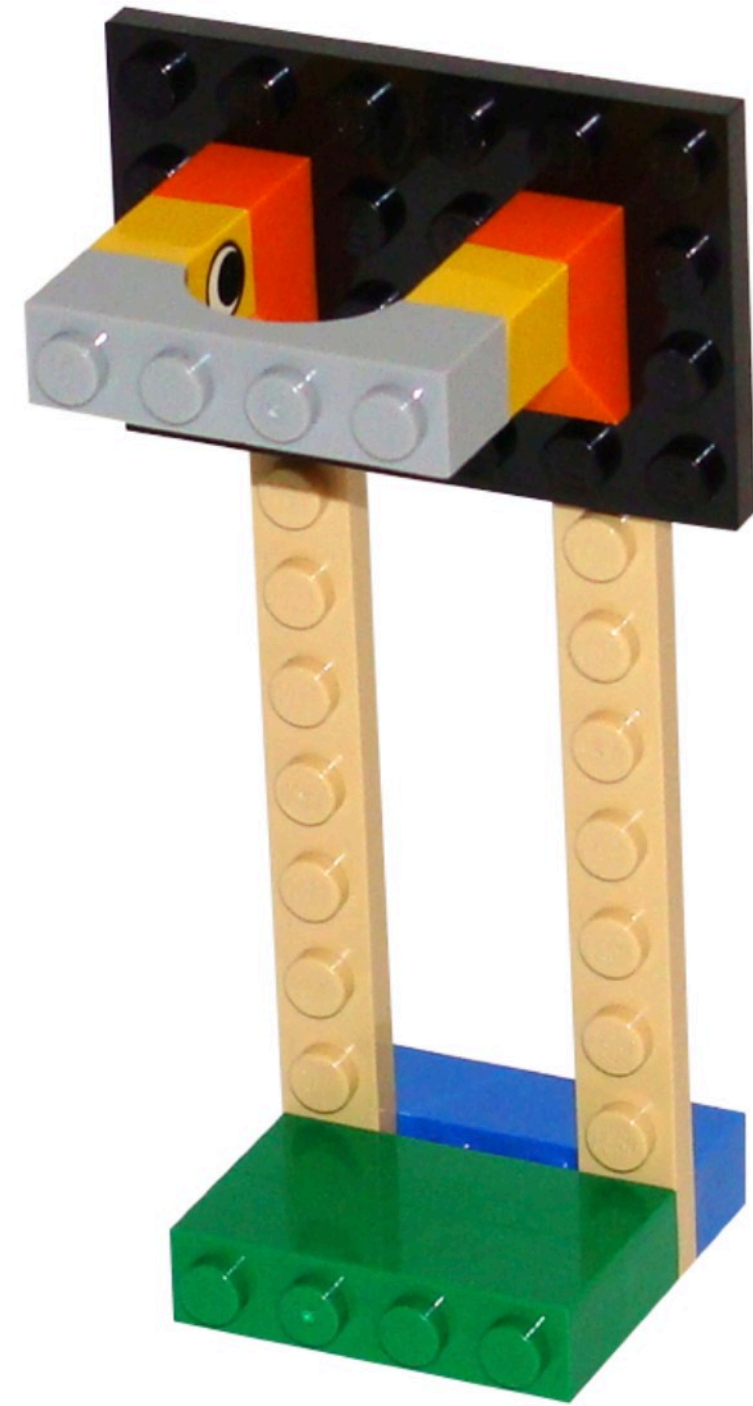
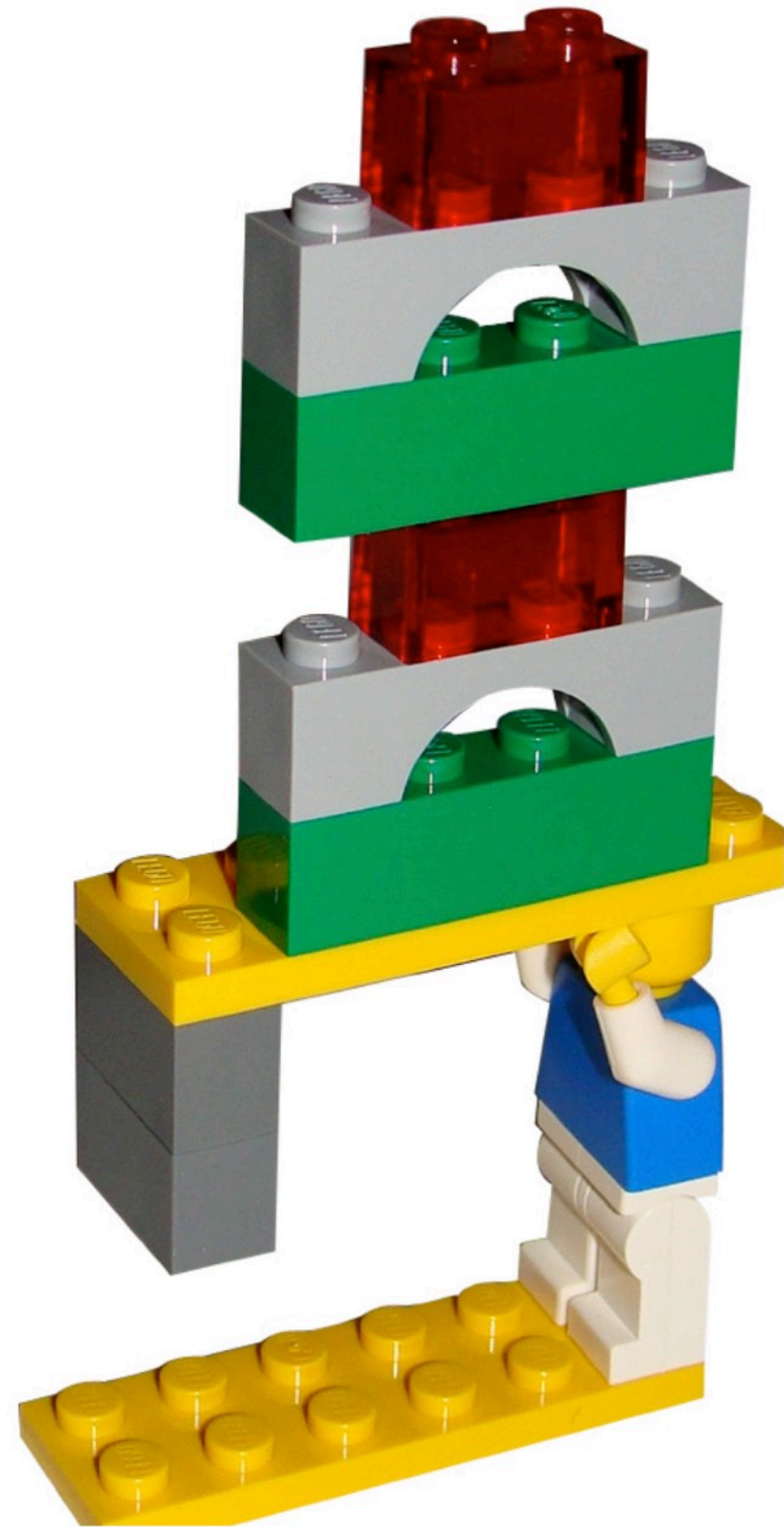
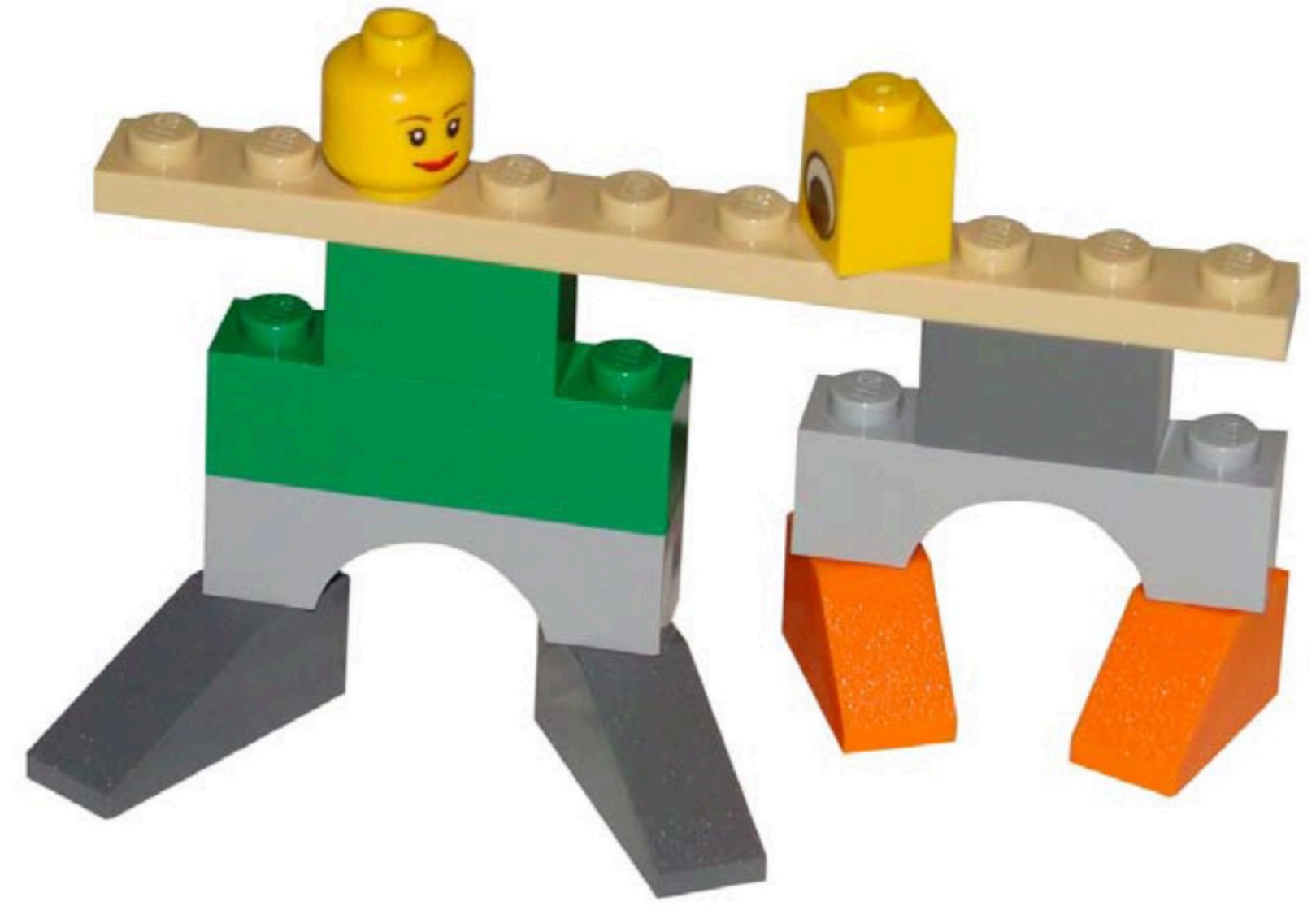
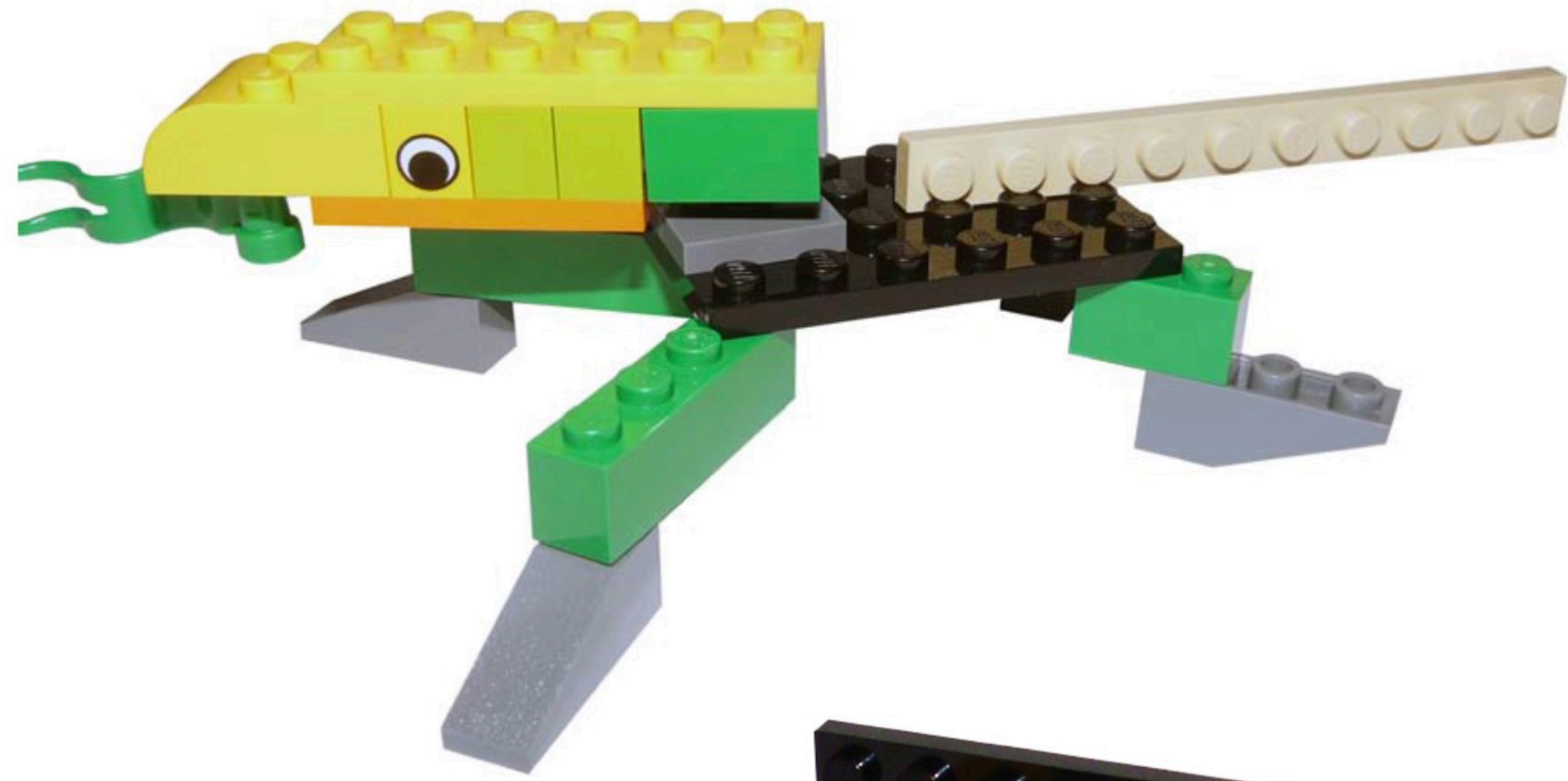
A background image showing two people, a woman with blonde hair and a man with grey hair, sitting on the floor and building with LEGO bricks. The woman is in the foreground, holding a brown brick, and the man is in the background, holding a yellow brick. They are surrounded by various colored bricks and a partially built structure.

- *Everyone* builds!
- Can't think what to build? Just build - meaning will come
- You must ask permission to touch / modify someone else's model
- Whatever the builder says about their model is true
- The process will be '**build, explain, build, explain, build....**' you get the picture

# Lego Skills Building

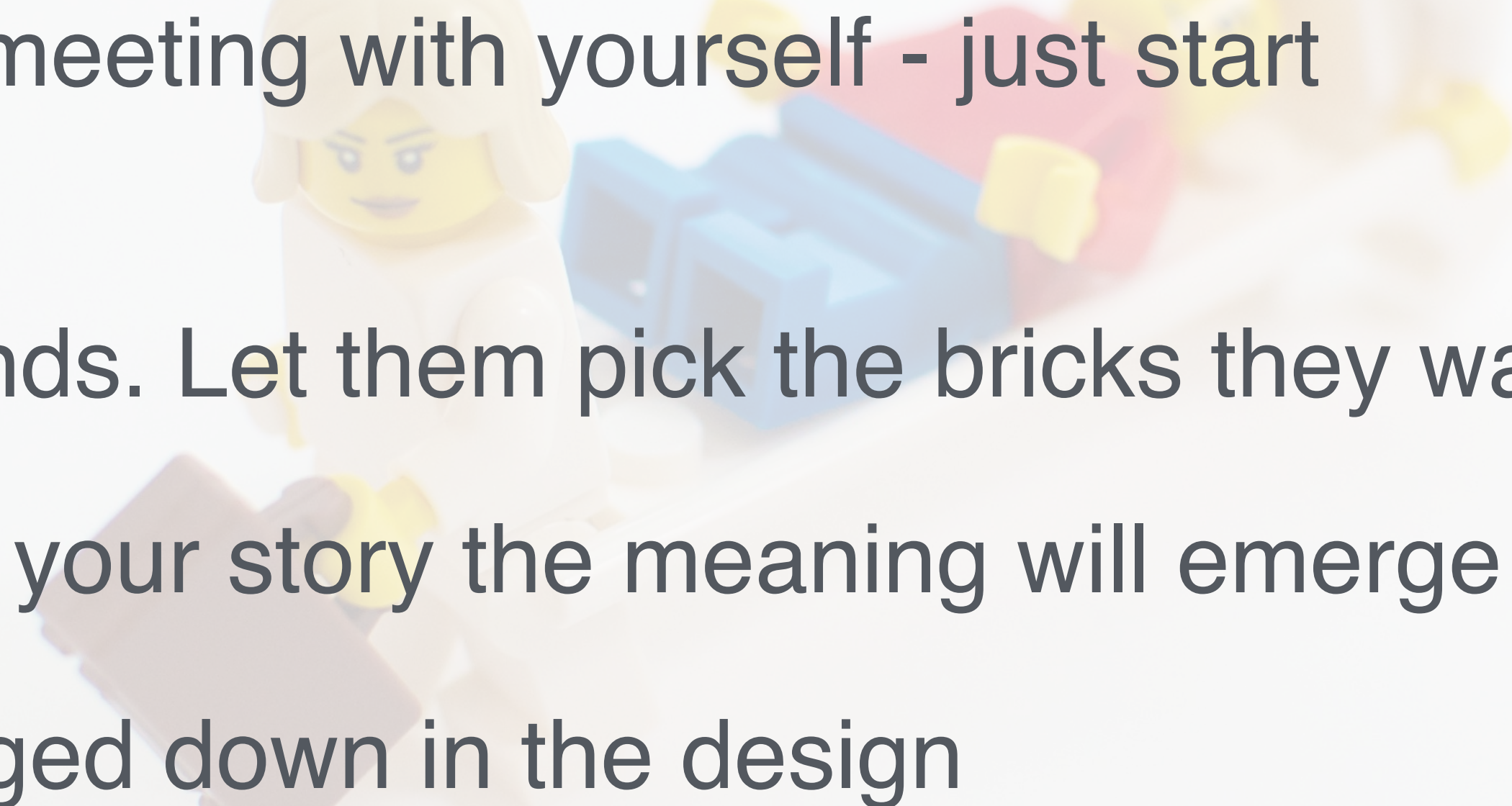
- Build **as many of these models** as you want
- Once you have built one, you can take it apart and build another
- **Finish with your favourite model** standing in front of you
- You have **3 minutes**





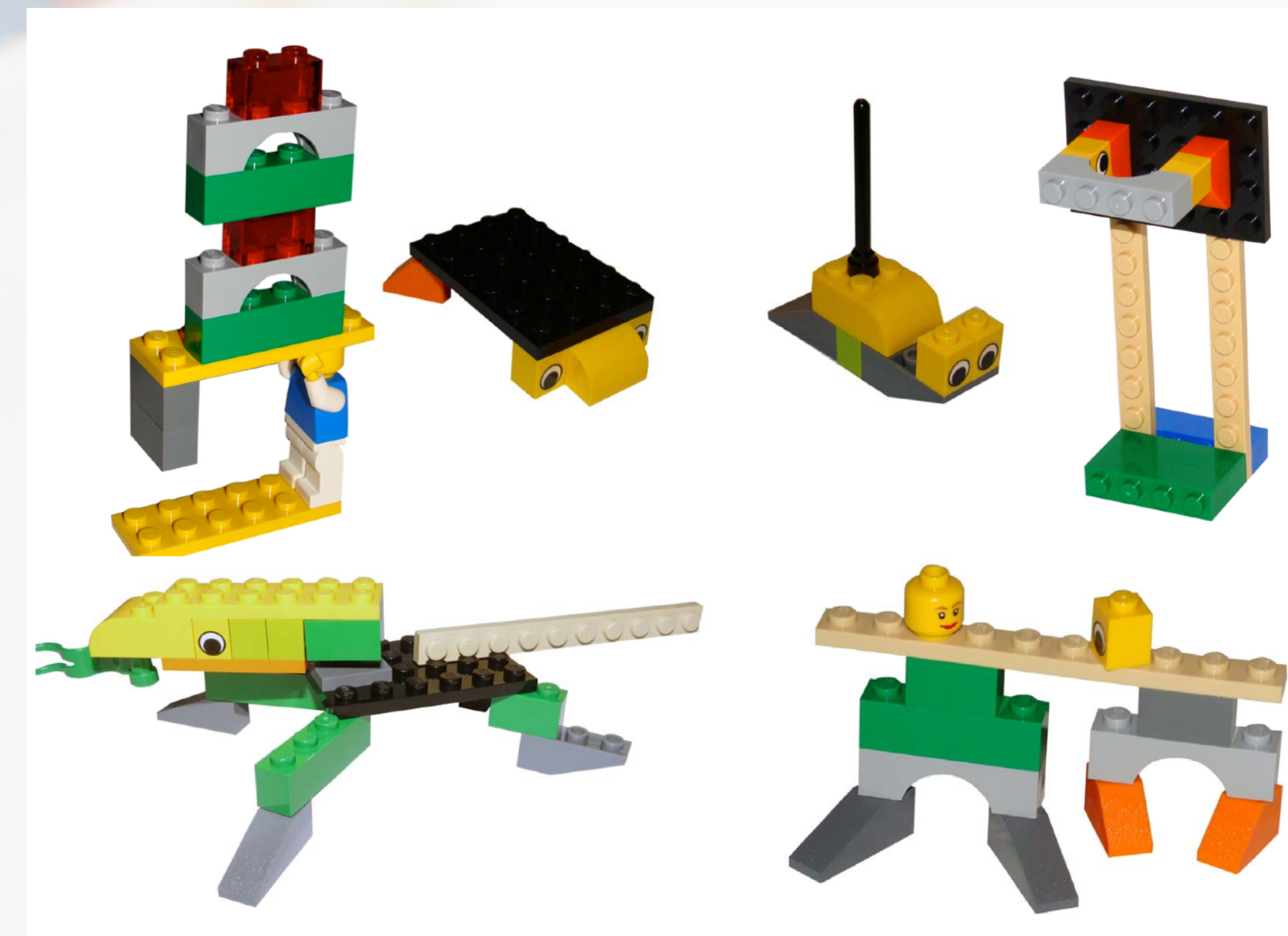


# Rules

- *Don't* have a meeting with yourself - just start building
  - *Trust* your hands. Let them pick the bricks they want
  - When you tell your story the meaning will emerge
  - *Don't* get bogged down in the design
- 
- A faded background image showing two LEGO minifigures. One is a blonde female figure in the foreground, and another is a grey-haired male figure in the background. They are surrounded by various colored LEGO bricks (blue, red, yellow, brown) scattered on a light surface, suggesting a creative building process.

# Lego Skills Building

- Take your favourite model and modify it to represent:
  - **what is the biggest barrier to engagement?**
- You have **2 minutes**



# The 'BIG' Question

- Dismantle your models and now...
- **what does successful user engagement look like?**
- You have **3 minutes**



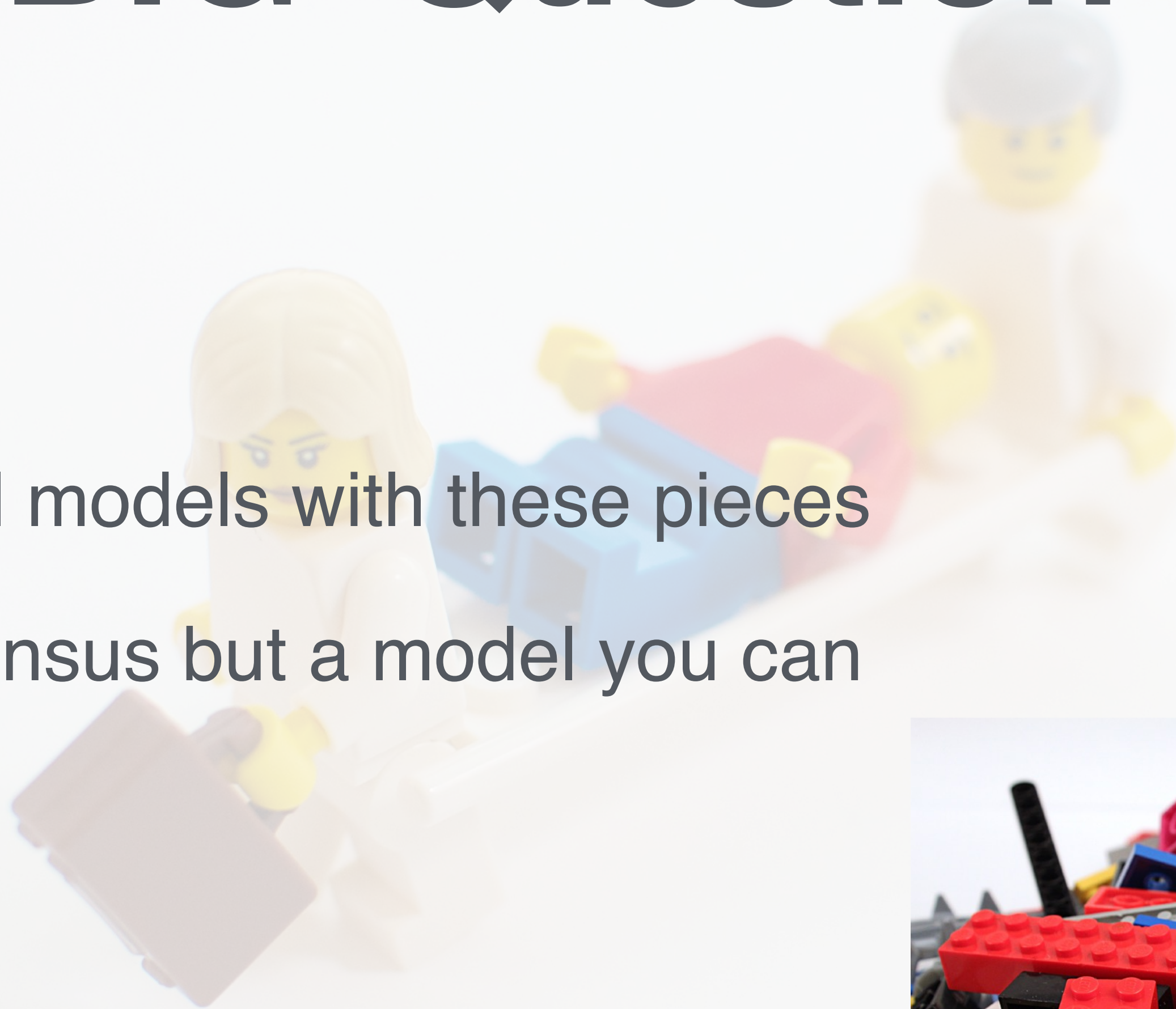
# The 'BIG' Question

- Select one of your green flags...
  - select the single most important, non-negotiable aspect of your story
  - place the green flag on the part of your model
- You have **1 minutes**

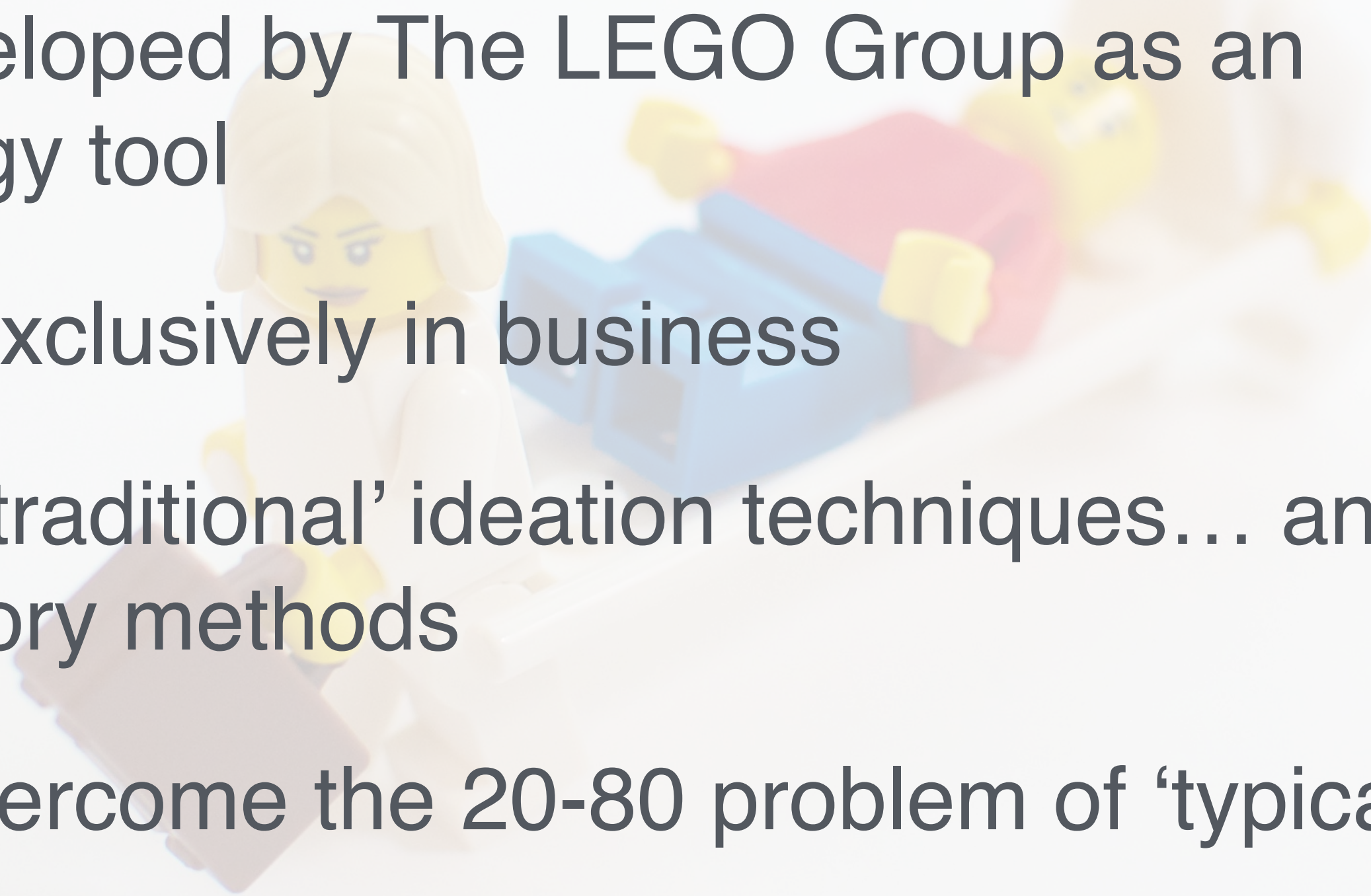


# The 'BIG' Question

- You would create a shared models with these pieces
- You are not seeking consensus but a model you can all live with

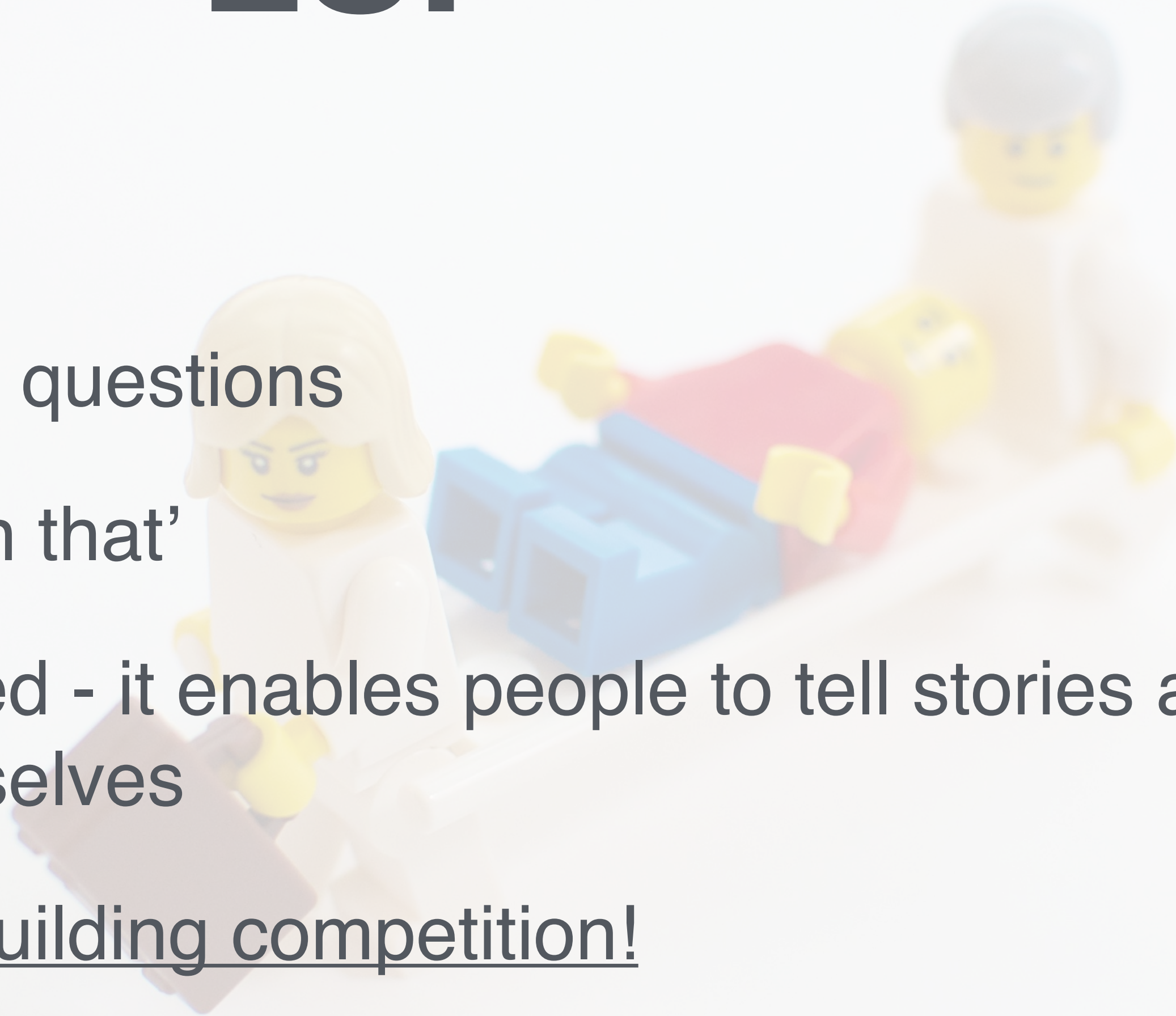


# LSP

- Originally developed by The LEGO Group as an internal strategy tool
  - Used almost exclusively in business
  - Sits between ‘traditional’ ideation techniques... and fully participatory methods
  - Intended to overcome the 20-80 problem of ‘typical’ meetings
- 

# LSP

- Good for open questions
- Not 'if this then that'
- Narrative based - it enables people to tell stories and express themselves
- Not a model-building competition!



# Thank you

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