

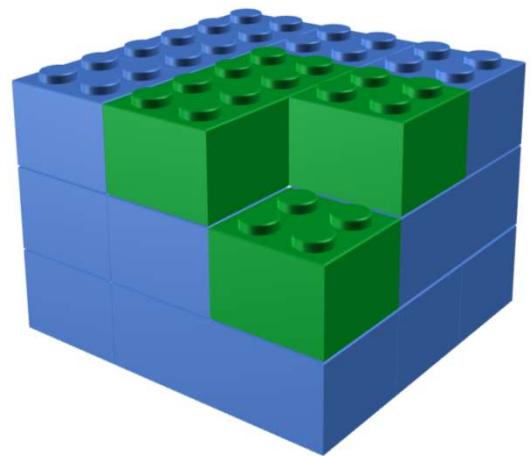
The JOY of Using  
LEGO Serious Play  
in Caregiving!



I'm your Facilitator,  
Loretta Veney!

# The JOY of Using LEGO Serious Play Objectives

- How it all started
- What is LEGO Serious Play?
- LEGO activities for Caregivers
- LEGO activities for those with dementia
- LEGO activities for care partners and those they care for

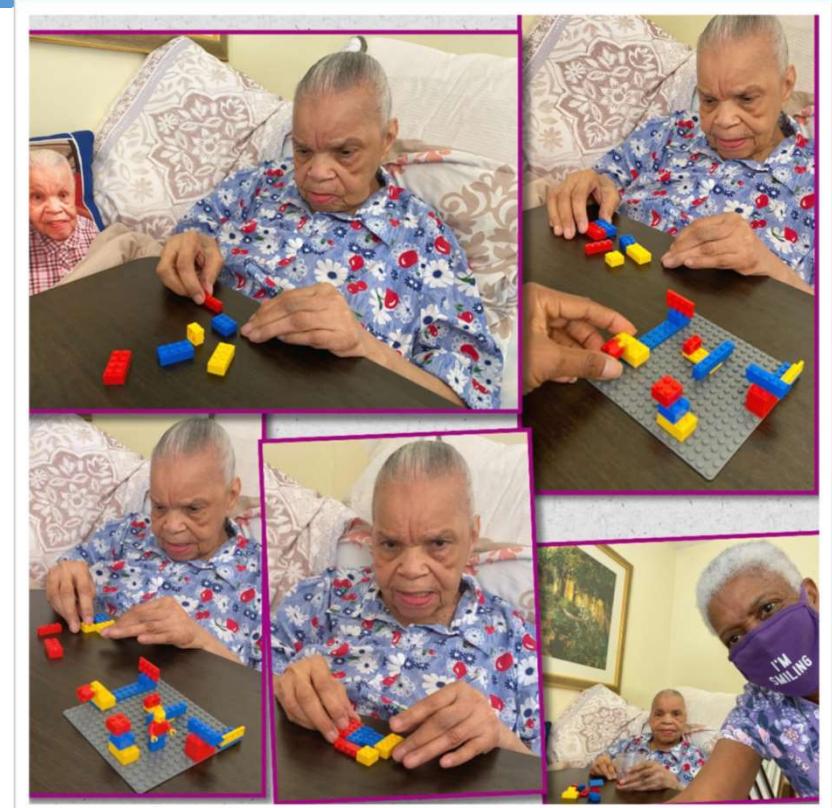
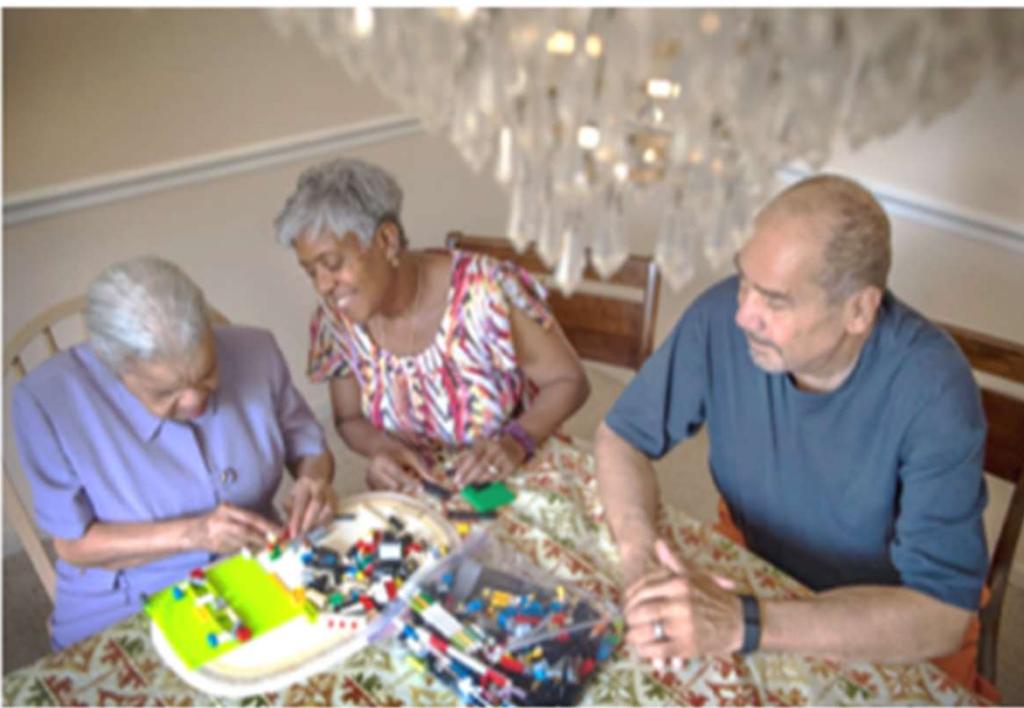


# How It All Started!!

- **My Mom Doris brought me my first box of LEGO bricks when I was 5 years old. She taught me that I could build anything and be anything.**
- **Into my teenage years Mom and I spent hours building and talking over LEGO bricks.**
- **After Mom's diagnosis in 2006 I used the LEGO bricks to get her to share her feelings and for us to build LEGO art. It brought us so much JOY that I knew I had to share it with others.**



# Our JOY with LEGO bricks!



# LEGO & LEGO Serious Play

## 1930s



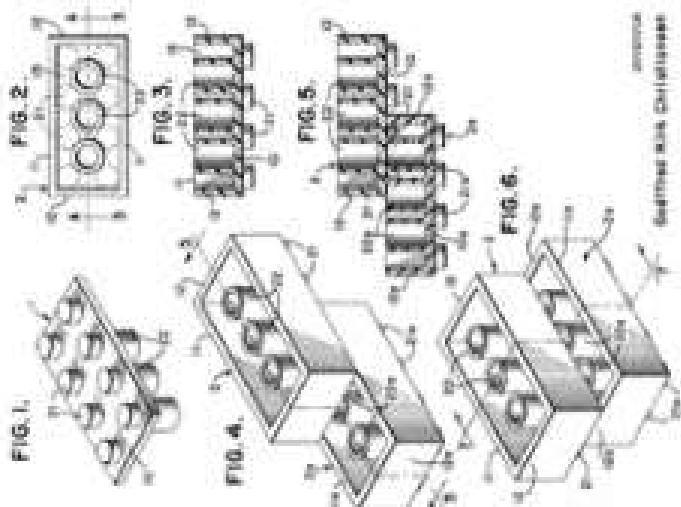
**1932** Master carpenter and joiner, Ole Kirk Kristiansen, starts making wooden toys. As a skilled carpenter, he pursues high quality craftsmanship in everything he does



- In 1935 Kristiansen chose LEGO as the name of his company.
- LEGO is from Danish words “Leg Godt” which in Latin means “to put together and in English means to “PLAY WELL”!

# LEGO & LEGO Serious Play

1958 The LEGO® brick is patented with a new coupling principle, the one we know today, opening up to endless building possibilities



1999 The LEGO® brick is elected "Toy of the Century"



LEGO Serious Play was also born in 1999, spun off from LEGO group and officially began operations in 2001.

# LEGO & LEGO Serious Play

≡ **Forbes**

[Subscribe](#) | [Sign In](#)

Sep 4, 2014, 10:41am EDT

## Everything Is Awesome: Lego Leaps Barbie For World's Largest Toy Maker

**Brian Solomon** Former Staff

Tech

⌚ This article is more than 6 years old.

*The Lego Movie* didn't just kill it at the box office — it also took over the toy store.

Thanks to the hit Warner Bros. movie, Lego announced on Thursday that sales jumped 11% in the first six months of the year to just over \$2 billion, making the Danish brick builder the world's largest toy maker in the world for the first time. Lego surpassed Mattel, the owner of Barbie.



### Chairman

Thomas Kirk Kristiansen represents the fourth generation of the owner family. He is Chairman of LEGO A/S and has been a member of the board since 2007. Thomas is also Deputy Chairman of LEGO Brand Group.

Thomas is also a Member of the Board of KIRKBI A/S and 3 fully owned subsidiaries, Chairman of the Board of LEGO Foundation and Executive Management member of Kirk & Kirk Holding ApS with management roles in 4 subsidiaries.



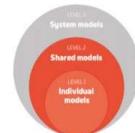
**SERIOUSWORK**  
WWW.SERIOUSGLOBAL.COM

Certificate number  
20A-0026/OBL2UP

This certificate is awarded to  
**Loretta Veney** who has completed an online  
SeriousWork upgrade training and has learned  
to facilitate Build Level Two (AT2) LEGO®  
SERIOUS PLAY® Online

*Sean Blair*

Sean Blair, CPF, Founder  
ProMeet & SeriousWork  
London, November 2020



**SERIOUSWORK**  
Online Facilitator  
of LEGO® Serious Play®



## DOCUMENT OF QUALIFICATION LEGO®SERIOUS PLAY® Method

*Loretta W. Veney*



Has successfully completed the STAGE 1 CERTIFICATION TRAINING in designing and facilitating workshops with the LEGO® SERIOUS PLAY® method and materials in accordance with the standards set by The Association of Master Trainers.

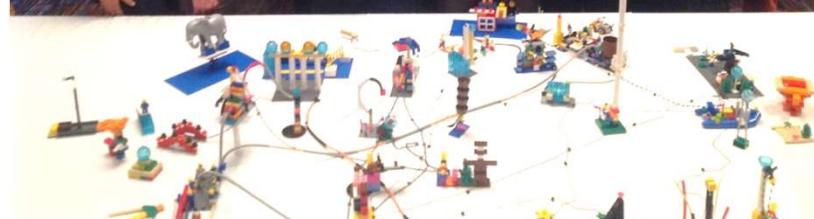
STAGE 1 CERTIFICATION covers introduction and training in the LEGO® SERIOUS PLAY® method and in its standard applications for team, people and relationship development.

**RASMUSSEN**  
CONSULTING

Charlotte, United States, July 1, 2014

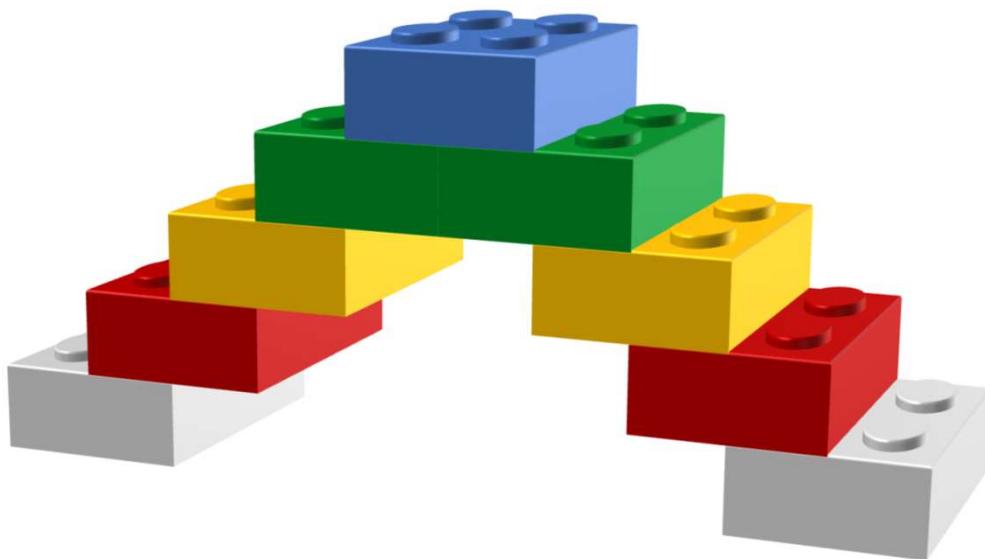
Place and Date

*R.D.*  
Robert K. Rasmussen, Trainer



# Goals & Principles of LEGO Serious Play

**Goal - to enhance communication, listening, strategizing and teamwork!**



**1) Question / Task**

**2) Build**

**3) Share**

**4) Reflect**

# Metaphors are Key to LEGO Serious Play!



This may look like just a green LEGO brick, but it's actually a company looking to GROW.

- Transforming our thoughts into metaphors
- Metaphors unlock our imaginations
- Bricks become whatever the builder tells us they are...
- Listening to each other's stories are as important as the stories themselves.

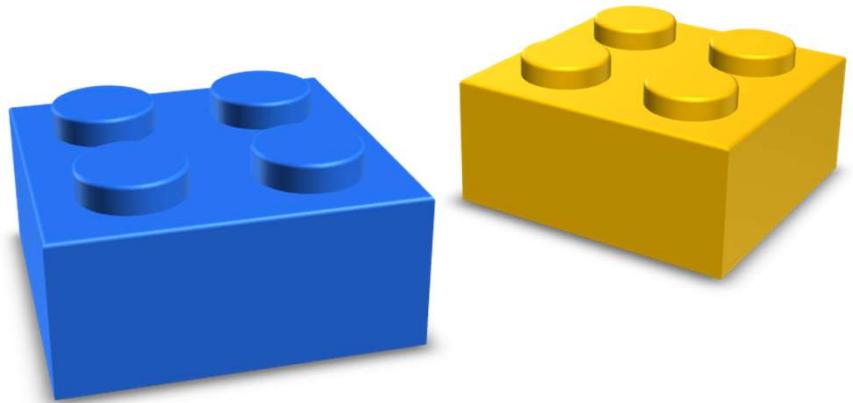
# Social Media Posts

The response to this 2020 photo resulted in my declaring 2021 The Year of the Caregiver!



# LEGO Activities for Professional and Family Caregivers !!

- Building Strategic Plans & Mission
- (Re)Building Joy and Hope
- Embracing Caregiver Challenges
- Building Strengths and Goals
- LEGO Art with stories



# Family Caregivers



## Building Hope for Caregivers: LEGO® Serious Play ®

**WHAT:** **Reflect • Build • Refresh**

You're invited to an energizing session using LEGOs. Through a facilitated group discussion you'll engage in meaningful conversation, creative thinking, reminiscing and relaxation. This fun activity is guaranteed to create joy and build hope.

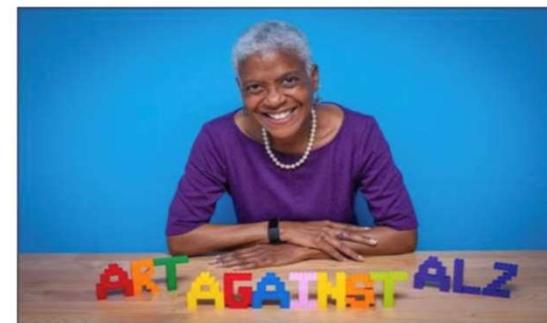
**WHEN:** **Friday, June 25, 11:00 am to 12:30 pm**

**WHERE:** **Zoom event. Join with your computer or tablet.**

Link will be sent when you confirm.

**HOST:** **Called to Care, Johns Hopkins Bayview Medical Center**

RSVP: Linda Stewart – 410-550-1660; Email: [lstewa27@jhmi.edu](mailto:lstewa27@jhmi.edu)



We will be building **Joy & Memories** this month at our

***Sunrise of Silver Spring Support Group***

Join us for an inspirational & hands-on evening

As Loretta guides and shares with us, the wonderful benefits of art and creation through

**Lego Serious Play**

**Wednesday, October 6<sup>th</sup> 2021**

**7:00pm – 8:30pm**

Hors D'oeuvres will be served

**Author & Motivational Guest Speaker**

**Loretta Woodward Veney**

Building

Building  
Joy  
6/9/21

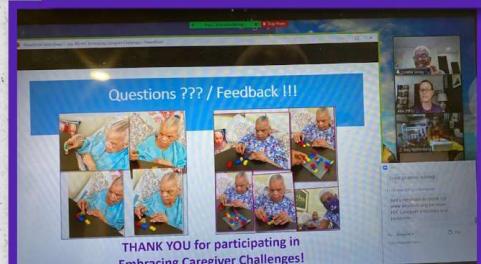
Sharing



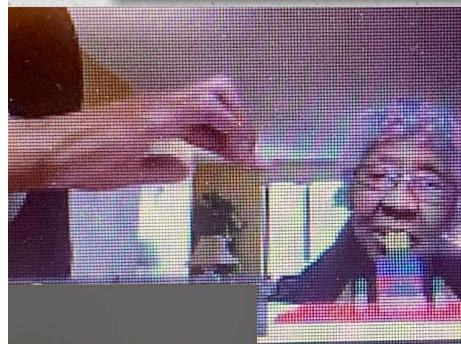
Building Hope 6/25/21



## HFC Embracing Caregiver Challenges 7/9/21



Building  
Hope  
9/15/21



## Dining Room



## Living Room



**Hybrid event  
9/18/21  
In person &  
Online**

**Zoom**



## Professional Caregivers - - Assisted Living, Memory Care, Social Workers, CNAs, OTs



Feb 11, 2019  
Springfield

OTs

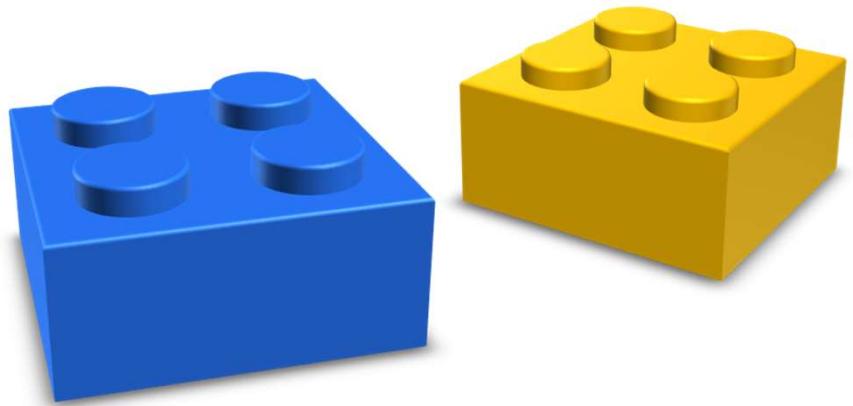
## Intergenerational Teachers – Adult Day and Pre-K

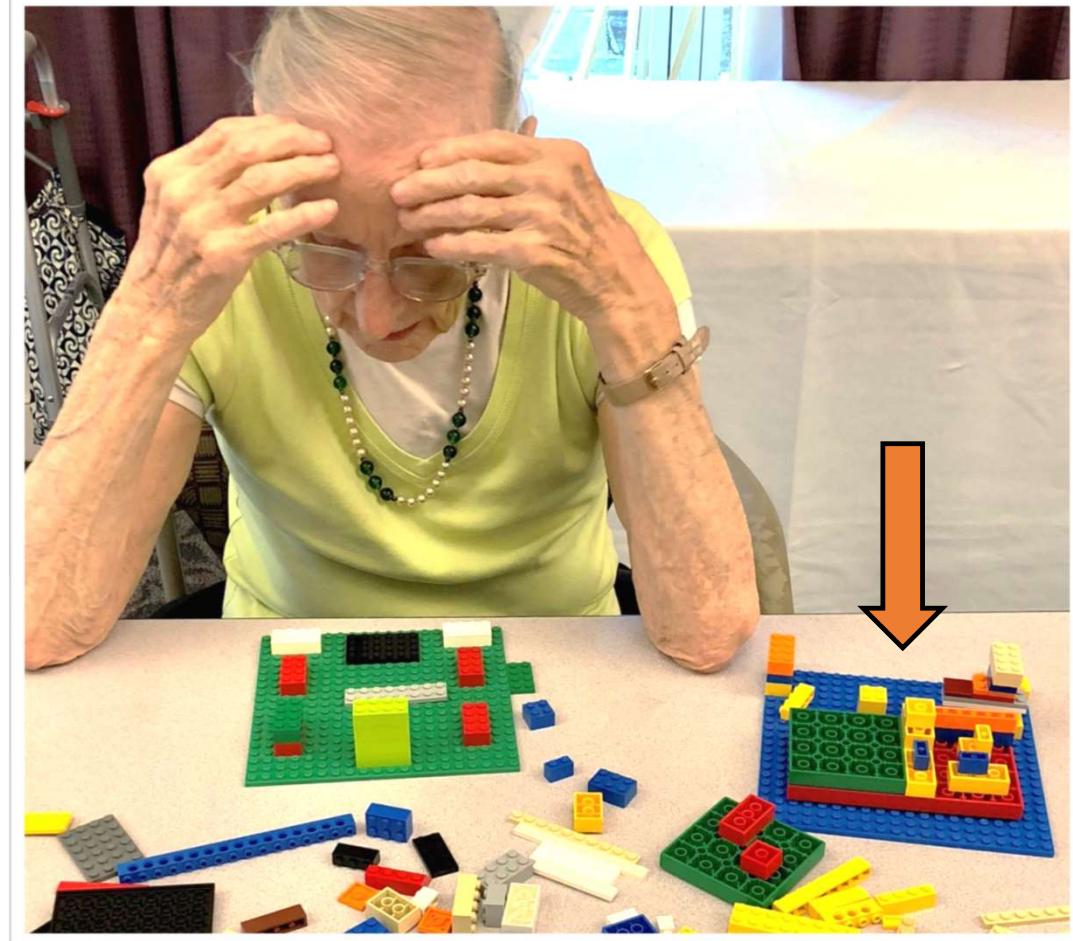


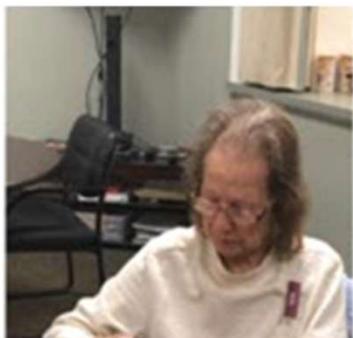


# LEGO Activities for those with dementia!

- Early Stages – Building Bucket List
- Building favorite holiday memory
- Building favorite home
- Late Stage – LEGO Art & Discussion







# Building Memories for Care Partners and those they care for!



# Building Memories in an Intergenerational Group!



# Building Memories in an Intergenerational Group!



# Lessons Learned from JOY of Using LEGO!



- Not a lot of research on LEGO bricks and impact on those with dementia.
- Building 3-D models of how we are thinking and feeling can be very healing!
- Unlocking memories brings about much joy and maybe a few surprises too!
- The future is bright!