



Strategy Workshop

ELEPHANT In The Room

Using LEGO® SERIOUS PLAY® Method



10th September 2026



Movenpick Hotel, Karachi



Course Overview:

Every business has some strategy at work whether formally designed while taking leadership on board in a formal setting or a continuously updating one while incorporating emerging challenges. Key question is whether strategy is effective and working or exists just in paper and every member of leadership has one of their own to follow. This Workshop will help leaders to critically evaluate the organizational performance in line with shared common defined strategy, relationship with stakeholders, emerging issues and challenges which are posing threat to business and qualitative and quantitative impact of any unforeseen event that may radically pose threat to business operation in short & long run.



Methodology:

The LEGO® SERIOUS PLAY® methodology is a powerful facilitation tool that brings depth, engagement and co-creation to:

- Business strategy development & implementation
- Management of Key Strategy Stakeholders
- Identification of Threats & Unforeseen Events that affect strategy

Team planning and innovation to counter strategic challenges The essence of LEGO® SERIOUS PLAY® methodology is 100/100. Every member participates, shares and reflects his/her own idea, everyone is heard, understood and appreciated for contribution and shared models are designed with open arms to allow everyone to incorporate his/her ideas in shared model.



Program Trainer

ALY REHAN KHAN

Gamification Expert | Instructional
Designer | Business Simulation

Workshop Requirement

- Only Leadership in room
- Duration: One Full Day
- Maximum Participants 12
- Financials: to be discussed.

Why 'Elephant in the Room'®

Has your leadership ever:

- Evaluated business challenge using any Structured Approach/Methodology?
- Designed and constructed a 'Model of Shared Understanding' of business challenges?
- Been through a simulation where 'What If Potentially Possible Worst' could happen, ever discussed?
- Derived shared 'Guiding Principles' if challenges actually materialize as roadmap for organization to follow?

Elephant in the Room® is a strategy workshop designed for corporate leadership to understand, evaluate, test and derive business solution to key business challenges in a structured environment using 'LEGO® SERIOUS PLAY® Method'.



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Course Outline:

What's Current Business Strategy:	• Individual Model – Construction of Strategy Model by each team member individually • Sharing – Every team member will share his/her understanding of strategy through model constructed using Lego® bricks and explaining others what's their understanding of strategy. • Reflection: Every individual will be asked questions to explain salient features of individual model so that everyone can understand what's constructed.
Posing the Question – Today's Key Business Challenges:	• Individual Model – Every participant will construct his/her own model reflecting key business challenges posing threat to business growth. • Sharing – Team members will individually share their understanding of challenges showing their model constructed using Lego® bricks and explaining others how he/she see they problem • Reflection – Every individual will elaborate the type and nature of problems constructed in model.
Consolidating the Problem – Creating a Landscape:	• Individual Model – Every participant will bring his/her model on table to make it part of bigger picture and briefly explain it again • Placement – Group negotiates the placement of individual models and similar models are placed beside each other to make a 'Super Story', the Problem Statement • Story Telling – One group member will explain the 'Super Story' reflecting problems identified in each model so that everyone is included in the landscape.
Stress Testing – Building a System:	• Finding Stress – Every participant will identify three key catastrophic business challenges that can have phenomenal impact on business model • Impact Analysis – Participants will evaluate the impact of challenge on Individual Model, Connection or both. • Finding the Trigger – Everyone in his/her own Model will evaluate why, how and when this challenge can arise and what may be the overall impact of it.





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5. Elephant in the Room – Emergence & Decisions:

- It's Happening – Assuming problem is “Now & Here”
- Playing Out – Brainstorming ideas group could take in response to opportunity or challenge emerged.
- Decisions – Choosing one or more potential actions & playing out how the system reacts in favorable way in relation to goals or aspirations.

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7. Solution Design – Extracting Simple Guiding Principle:

- Insight – Gain insight about your system on multiple levels as how system reacts from inside and outside when challenges arise.
- Response – Based on insights gained, how your organization heed to new learning and responds in real time when elephant in the room is actually seen.
- Principles – Guiding Principles emerged as a result of stress testing which can be used in to resolve potential challenges if they actually occur.

