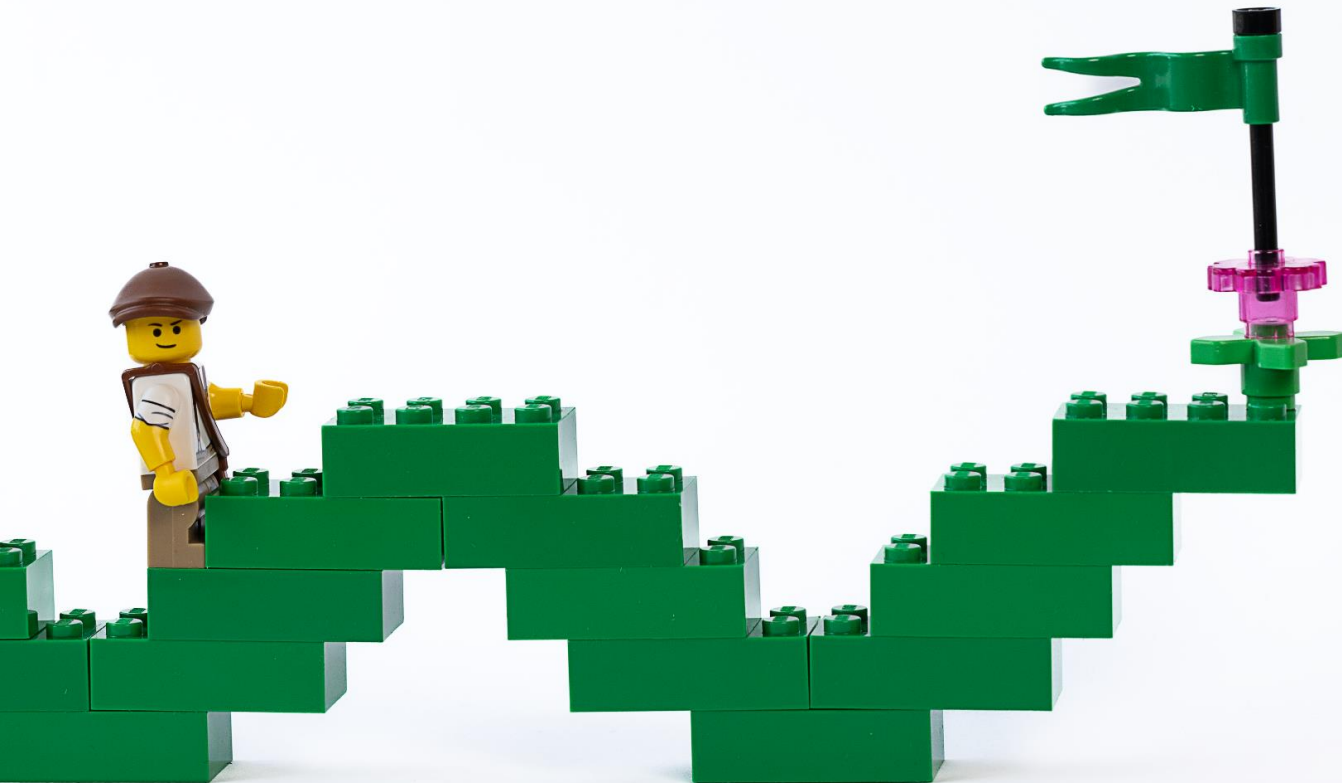


INT/RFACE

# Wronging Rights: The Interesting Trumps the Boring

2 - 3 OCTOBER 2024



**PARTICIPATE IN THE  
INTERNATIONAL  
LEGO® SERIOUS PLAY®  
CONFERENCE**

**2 - 3 October  
2024**

This conference is for ALL trained facilitators in the LEGO® SERIOUS PLAY® method. It does not matter where and by whom you have been trained – you are welcome here!

THE NUMBER 1 GLOBALLY RANKED  
MANAGEMENT THINKER OF 2023  
WILL KEYNOTE – READ MORE!

# Welcome to the 2024 conference

*Welcome to the 8<sup>th</sup> international LEGO® SERIOUS PLAY® Conference where we gather professionals from diverse sectors to inspire, explore and learn from each other.*

*Our conference takes on the unconventional topics of making smart mistakes and being interesting. We are using the latest thinking about 'the right kind of wrong' and practices from the arts to take a nuanced perspective on mistakes and be ready to ensure that the show goes on.*

*As always, we will mix inspiration from world-class thinkers and doers with LEGO® SERIOUS PLAY® exercises that can help people and organizations learn from mistakes and avoid being boring!*

*Join us for inspiration, skill-building, and networking opportunities among experienced practitioners.*



## **PROFESSOR JOHAN ROOS**

Conference Chair,  
Co-inventor and co-  
author of the original  
LEGO® SERIOUS  
PLAY® method in 1999.

# Conference program

## Day 1 (part 1)



**2 October 2024**

**INT/RFACE**

**1**

**08.30 – 09.00:**

Check in to conference.

**2**

**09.00 – 09.30:**

**Setting the stage.**

Professor Johan Roos.

Mads Keblovski & Micael Buckle.

**3**

**09.30 – 10.15:**

**Pursuing change, innovation, and unconventional thinking.**

Professor Johan Roos.

**4**

**10.15 – 10.30:**

**Coffee break & networking.**

All.

**5**

**10.30 – 12.00:**

**There is no good or bad... just boring or interesting.**

Theatre Director Scott Handy.

**6**

**12.00 – 13.00:**

**Lunch & networking.**

All.

**7**

**13.00 – 14.15:**

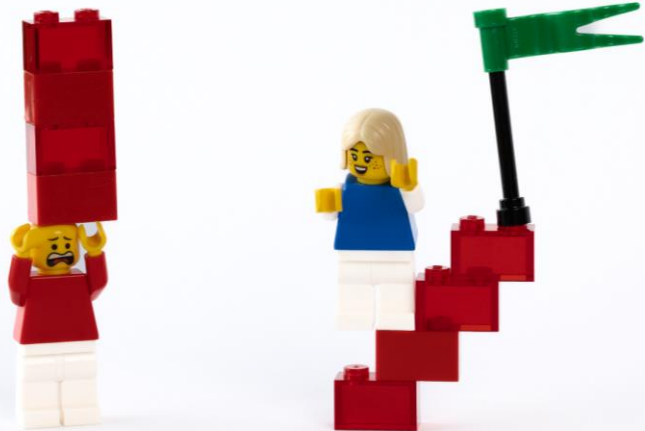
**Hands on LEGO® SERIOUS PLAY® LAB 1.**

We co-create new exercises about making the most of failure.

Micael Buckle & Johan Roos.

# Conference program

## Day 1 (part 2)



**2 October 2024**

**INT/RFACE**

**8**

**14.15 – 15.30:**

Right kind of wrong – change your relationship with failure.  
Professor Amy C. Edmondson.

**9**

**15.30 – 16.00:**

Coffee break & networking.  
All.

**10**

**16.00 – 17.15:**

Hands on LEGO® SERIOUS PLAY® LAB 2.  
We co-create new exercises about making the most of failure.  
Micael Buckle & Johan Roos.

**11**

**17.15 – 17.30:**

Closure of conference day 1.  
Johan Roos.

**12**

**17.30 – 19.30:**

Visit to LEGO House.  
Brickmind Community.

**13**

**20.00 – 22.30:**

Grand dinner & networking.

# Conference program

## Day 2



You will get extensive hands on the bricks, co-creating and trying out new building exercises about making the most of failure.

3 October 2024

INT/RFACE

1

**09.00 – 09.30:**

Setting the scene for day 2.  
Johan Roos.

2

**09.30 – 12.00:**

Cases that engage!  
Experiences from LEGO® SERIOUS PLAY® workshops.  
Micael Buckle & experienced participants.

3

**12.00 – 13.00:**

Lunch & networking.

4

**13.00 – 14.30:**

Group work (sector wise) about how to apply LEGO® SERIOUS PLAY® to make the most of failure.  
Micael Buckle.

5

**14.30 – 15.15:**

Findings from the research project on Using Generative AI Tools to Augment Facilitation.  
Johan Roos.

6

**15.15 – 15.30:**

Coffee break.

7

**15.30 – 16.00:**

Closure of conference – competitions, news, and next steps  
Johan Roos & Micael Buckle.

# Keynote speaker at the conference

## Amy C. Edmondson



**Harvard Professor,  
Author, Speaker and  
Advisor**

**The number 1 globally  
ranked management  
thinker in 2023**

The Novartis Professor of Leadership and Management at the Harvard Business School, a chair established to support the study of human interactions that lead to the creation of successful enterprises that contribute to the betterment of society.

Edmondson has been recognized by the biannual Thinkers50 global ranking of management thinkers since 2011, and most recently was ranked #1 in 2021 and 2023; she also received that organization's Breakthrough Idea Award in 2019, and Talent Award in 2017.

She studies teaming, psychological safety, and organizational learning, and her articles have been published in numerous academic and management outlets, including Administrative Science Quarterly, Academy of Management Journal, Harvard Business Review and California Management Review.

Her 2019 book, *The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation and Growth* (Wiley), has been translated into 15 languages. Edmondson's latest book, [Right Kind of Wrong \(Atria\)](#), builds on her prior work on psychological safety and teaming to provide a framework for thinking about, discussing, and practicing the science of failing well. First published in the US and in the UK ([Penguin](#)) in September, 2023, the book is due to be translated into 24 additional languages, and was selected for the Financial Times and Schroders Best Business Book of the Year award.

# Speaker at the conference



**Theatre Director,  
Actor and educator**

## Scott Handy

Actor, director and educator who has worked extensively in different areas of the arts - in theatre, film and music.

He was a clarinetist with the National Youth Orchestra before reading English literature as a choral scholar at Cambridge university, then in the 90's released a series of recordings as lead singer and saxophonist for the boy band *Ice cold in Alice* with revelation records.

He has worked extensively in classical theatre including four seasons as a leading actor at the Royal Shakespeare Company, and a year working with Peter Brook at the International Center for Theatre Research in Paris. His film credits include work with Richard Attenborough, Soren Karl Jacobson, Tim Burton, Peter Greenaway and Woody Allen. He was recently seen as Marshal Berthier on the film *Napoleon* with Joaquin Phoenix for director Ridley Scott.

He has been actively engaged in actor training since 2000 and is a visiting director both at the Royal Central school for Speech and Drama and at the London Academy of Music and Drama. From 2015-2021 he was the Director of Drama at Eton college. He has directed over 20 productions during this time, including at the Farrer theatre, the Embassy theatre at Central, the ADC theatre Cambridge, and The Other Place in Stratford-Upon-Avon.

He has given workshops internationally on Shakespeare including at Harvard University, The Shakespeare Institute in Stratford, and at the Primo del Teatro in San Miniato, Italy. He is a regular speaker on the value of the Arts, including giving talks for the Drucker business forum Vienna and the BBC.

# Speaker at the conference

## Johan Roos

Professor and the Chief Academic Officer at HULT International Business School with campuses in London, Boston, San Francisco, and Dubai. Johan serves as a Senior Adviser to the Peter Drucker Society Europe, chairs the Scientific Council of the Vienna Center for Management Innovation, and is an elected member of the Danish Academy of Technical Sciences.

He was previously Managing Director and Professor at Jönköping International Business School, President of Copenhagen Business School, Dean of MBA Programs and SCA Professor at Stockholm School of Economics, Founding Director of Imagination Lab Foundation, Professor at IMD, Associate Professor at Norwegian Business School, and Researcher at Wharton School.

His research concerns mostly how to increase readiness for change, innovate strategy processes, and measuring intellectual capital. Johan regularly contributes to the public debate about innovation, education and research.

He is the co-inventor & co-author of the LEGO® SERIOUS PLAY® method and has chaired this conference since its inception.



**Conference Chair.  
Professor, co-inventor  
& co-author of the  
original LEGO®  
SERIOUS PLAY®  
method from 1999.**



# Speaker at the conference



## Micael Buckle

Micael is the CEO of Inthrace. He is probably the most experienced senior consultant and Chief Executive Trainer in the LEGO® SERIOUS PLAY® methodology.

Micael has been involved in developing the original LEGO® SERIOUS PLAY® methodology and new applications further.

When time allows, he contributes to academic executive education programs for companies as an Adjunct Professor.

## Inthrace

A consulting firm helping clients with organizational change. Its clients include multinational corporations, medium sized private companies and public organizations.

An early pioneer of the LEGO® SERIOUS PLAY® method and has successfully used this method in more than 2000 workshops in hundreds of organizations world-wide.

Its substantial training program for LEGO® SERIOUS PLAY® facilitators has uniquely been quality improved and endorsed by Professor Johan Roos, co-inventor and co-author of the original LEGO® SERIOUS PLAY® method in 1999.

**CEO of Inthrace,  
Chief Executive Trainer  
in the LEGO® SERIOUS  
PLAY® method.**

# Practicalities – registration and participation



## REGISTRATION:

We only offer a limited number of seats at this conference. Secure your participation as soon as possible by sending your registration form to:

**Elisabeth Lagermann:**  
erl@intrface.com

**Note that the conference is for all trained facilitators in the LEGO® SERIOUS PLAY® method. It does not matter where and by whom you have been trained.**



## PARTICIPATION AT HOTEL LEGOLAND®

- You will meet the entire Intrface team and fellow LSP facilitators on-site and have numerous opportunities to interact and network with each other.
- You will be “wronging rights” using the LEGO® SERIOUS PLAY® method.
- Prof. Johan S. Roos will also be joining on-site.

**Address:**  
Hotel LEGOLAND®  
Aastvej 10  
7190, Billund  
Denmark  
(Only 5 minutes by taxi from Billund Int. Airport)



## PAYMENT

- On-site participation in 2-day conference including full accommodation, food and drinks (1 night in single room on the 2<sup>nd</sup> of October): **DKK 9.475,00**
- Additional accommodation per night: DKK 1.295,00.
- All prices are stated exclusive 25% Danish VAT (VAT is applicable for all participants).