



THE LSP MAGAZINE.

16 LSP to develop a commercial business model

20 Meet Stephanie Wheeler

24 Building scenarios

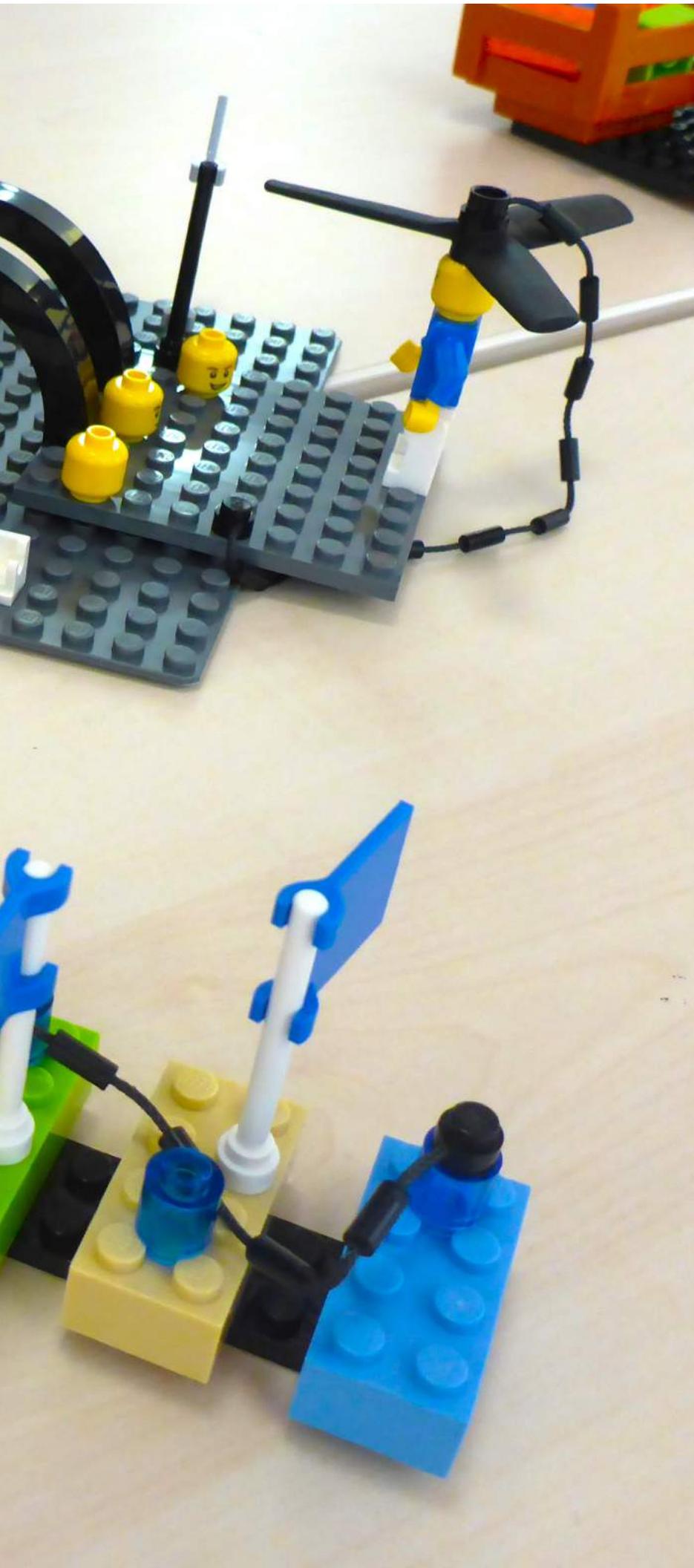
26 LSP and systems mapping

ISSUE 6 | Spring 2022



SYSTEM, SYSTEMIC, SYSTEMATIC, AND LSP

Exploring the unified whole



Published by

The LSP Magazine, Smaragd 21, 5345 TL Oss,
Netherlands

Content Management

Michel Cloosterman

Editing

Stephanie Wheeler
Simon Dutton

Concept & Design

Victor Perez Moraga

Photography

Simon Dutton
Michel Cloosterman

Cover illustration

Simon Petillon

Advisory Board

Stephanie Wheeler
Michel Cloosterman

Website

Matthias Renner
Michel Cloosterman

Contributions on this edition

Stephanie Wheeler, Alejandro Kantún, Per
Kristiansen, Michel Cloosterman, Hannah
Härtwich, Max Burger, Tisha Reid, Jan
Achterbergh, Daniele Radici, Nikos Polidis.

Pricing and membership

Premium membership - US\$39
1-year subscription including 4 LSP
magazines

Platinum membership Europe - US\$69
1-year subscription including 4 LSP
magazines (hard copies)

Printed copy: US\$25 (Europe only)

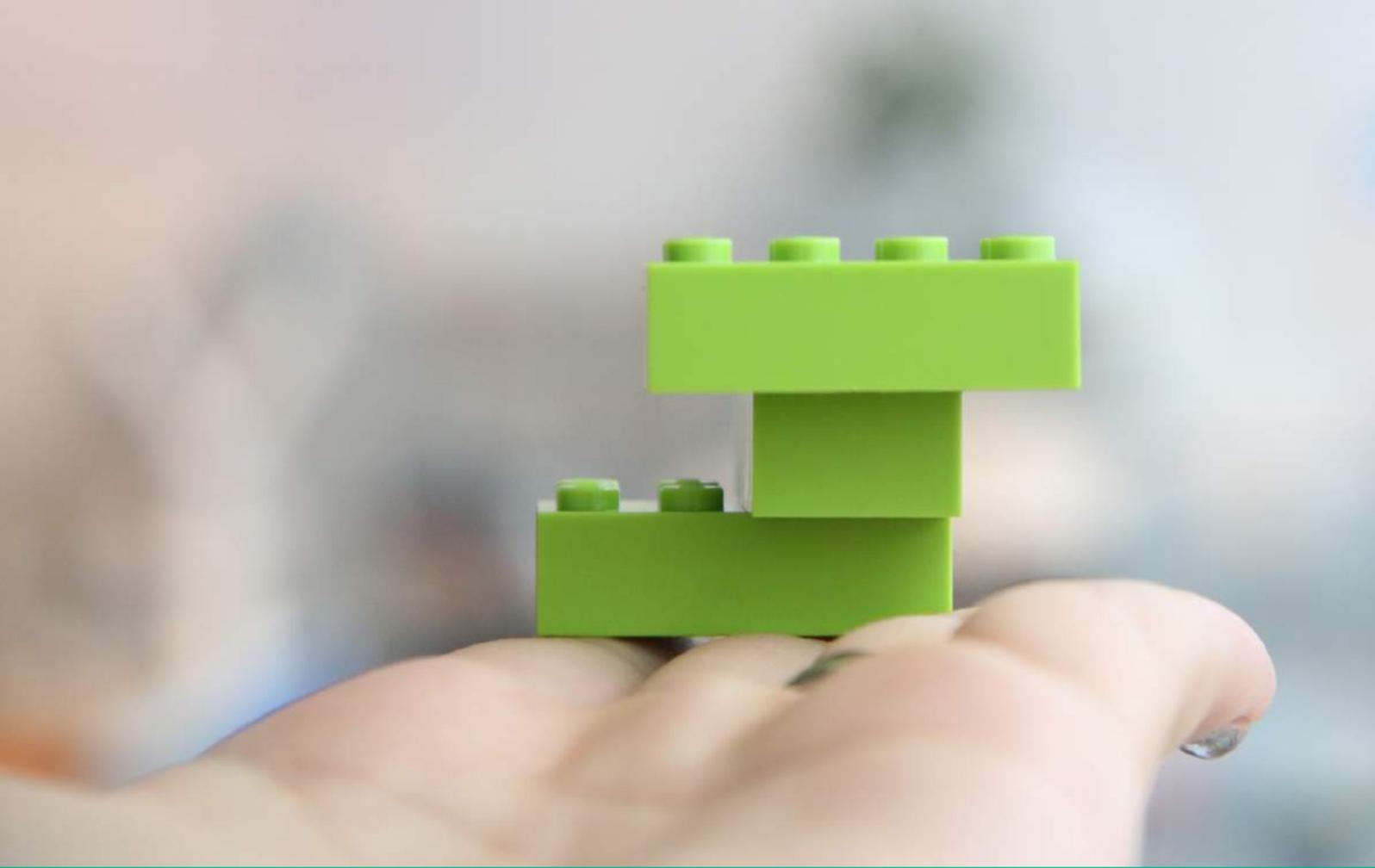
Circulation figures: 200

ISSN number

2772 - 7149 The LSP Magazine - Online

© **LSP Magazine.** No part of this magazine
may be reproduced, stored in an automated
database or made public, in whole or in part,
without written permission from the publisher.

In connection with possible writing errors
and interim changes, no rights can be derived
from the prices and information stated in this
publication.



SPOTLIGHT

AROUND **THE** **GLOBE**

Meet Manuel Alejandro Kantún
Ramírez, Mexico

Let's get Back to the Basics

In the 5th issue of the LSP Magazine we published an article by Alejandro Kantún and Gloria de León on leadership. Since Alejandro has been working with the LSP method for a long time, we asked him to share some of his experiences.

Alejandro, how did you get the know the LEGO SERIOUS PLAY method? Can you share a few lines of LSP back then?

I met LEGO SERIOUS Play at an innovation convention in 2011 in Mérida, Yucatán, Mexico. At that point, I started researching how I could become



BACK TO THE BASICS

a facilitator. I discovered that in 2012, Robert Rasmussen would give a certification in Panama and immediately signed up. Back then, LSP was considered something “exclusive” in coaching issues and companies refused to implement the methodology because the deliverables were not clear, yet customers who risked hiring the workshops used them as “a fun time” for the organization.

What was your last experience, your last workshop with LSP? Online / offline?

Currently, my approach with LEGO SERIOUS PLAY is oriented to the generation of clear, powerful deliverables and under an objective analysis of the insights obtained in a hybrid mode. During the pandemic period I had the opportunity to design at least 17 workshops with the LEGO SERIOUS PLAY methodology and I was able to highlight that, although the sensory experience counts a lot, the meaning of the message has MORE POWER. Therefore, the challenge was not only to focus on the experience of the “play”, but on the experience of GENERATING KNOWLEDGE through the insights of each participant.

Is there a kind of community of facilitators in Mexico?

Indeed, one of the trainers of the Association of Master Trainers, represents the community in Mexico. People trained by the Association can contact her, Gloria de León. I actually don’t know about other examples.

What is your aspiration with the LSP method?

My aspiration for the next period is to implement workshops focused on strategic deliverables, document the findings in an objective way and demonstrate that the methodology requires a critical approach, not only in 3D, but to translate it into a 2D medium: reports and deliverables. At the end, we must refer at this as: “Back to the basics”.



Dr. Manuel Alejandro Kantún Ramírez
Director de Carreras
Universidad Tecnológica del Poniente

alejandro.kantun@yahoo.com

LEGO®, SERIOUS PLAY®, the Minifigure and the Brick and Knob configurations are trademarks of the LEGO Group, which does not sponsor, authorize or endorse this magazine

The LSP Magazine, Smaragd 21, 5345 TL Oss, Netherlands
Write us to editors@lspmagazine.com

