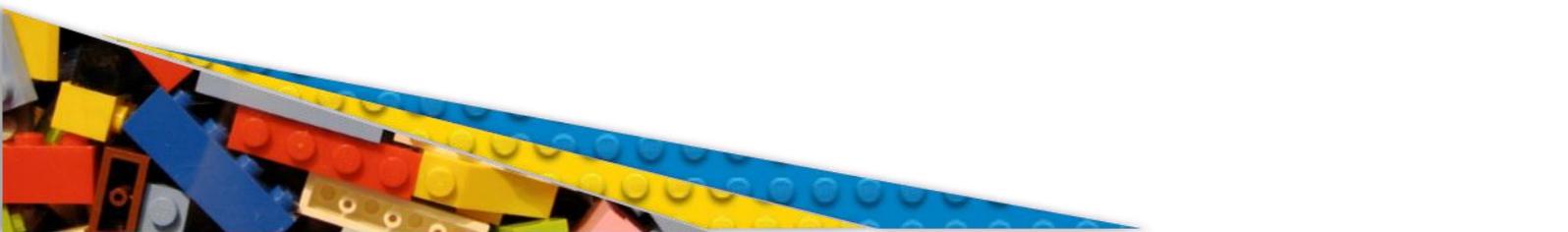




S-PLA

LEGO SERIOUS PLAY Learning for SMEs



National summary - GR

Participants

General information

The workshop took place on July 9th in Heraklion-Crete and lasted 4 hours

Number of participants: Six

Number of SMEs (might differ from the number of participants) taking part: Six

Kind of sectors SMEs were coming from: Construction sector, news and media, hotel management, business advisory services, restaurant and bars.

Topic of the workshop: Strategies to approach new tourism markets

Acquisition of participants

How did you acquire your participants for the workshop. Please give a short explanation:

Participants of the workshop are owners of local enterprises related to the Cretan tourism sector. The group was covering a great spectrum of professions from construction companies to business advisors and media owners. The selection was made based on their common perspective on the development of marketing for Cretan product and services as to approach new markets.

Preparation

Preparation of participants

How did you prepare the participants?

Prior the workshop, participants received all the information regarding the LSP method, the workshop topic and logistics. Also a short power point presentation regarding the methodology was used as an introduction before the warm up activities.

What kind of documents and information was handed out?

The project's brochure
The information sheet regarding the workshop
The consent form to sign.

Feedback

Participant feedback regarding the following aspects

Please sum up the feedback given regarding question in sections A, B, C and count the numbers of strongly disagree (a) – disagree (b) – undecided (c)– agree (d) - strongly agree (e)

A. Overall Evaluation

Question number 1: 5d, 1e

Question number 2: 2c, 3d, 1e

Question number 3: 2c, 3d, 1e

B. the Facilitator

Question number 1: 3d, 3e

Question number 2: 4d, 2e

Question number 3: 4d, 2e

Question number 4: 3d, 3e

C: The LEGO Serious Play Method

Question number 1: 5d, 1e

Question number 2: 1c, 4d, 1e

Question number 3: 2c, 4d

Question number 4: 3c, 3d

Question number 5: 2c, 4d

Question number 6: 5d, 1e

Question number 7: 1c, 3d, 2e

Question number 8: 2c,3d, 1e

Question number 9: 1c, 5d

Question number 10: 1c, 3d, 2e

Question number 11: 2c, 3d, 1e

Question number 12: 3c, 2d, 1e

Question number 13: 1c, 5d

Question number 14: 1c, 4d, 1e

Please sum up the comments regarding suggestions, likes and dislikes

The workshop met the expectations of five out of six participants.

One participant mentioned that the workshop was too generic and that should be more focused on a particular SME. Despite that, he was convinced by the methodology and he would like to run the workshop with participants from his own company only.

Likes: The whole procedure, team work, the way decisions were taken, friendly facilitators and atmosphere.

Dislikes: -

Suggestions: The workshop to focus more on marketing. Also, to organize different workshops for individual SMEs, national strategic plan.

Please sum up the main aspects of the interview with participants* regarding:

Strengths

According to the answers of the participants LSP is a powerful method promoting cooperative approach and participation. Participants were engaged to the tasks given which help them promoting their creativity skills.

The innovative approach for communication and the use of legos as a learning by doing method stimulates communication and promotes team building

Creativity is constantly feed by playing and motivation of the participants is constant and self-sustainable.

The promotion of common experience after ideas exchange is one of the key elements of the method and one of the strong points presented.

Opportunities

It reveals all participants thoughts on the table. It makes participants dare to unveil new ideas. Being all participants equally contributing to the process it unleashes hidden potentials of the team.

Weaknesses

The analysis of the questions to be answered is crucial for the final answers given. It is very important to describe the problem in detail so that the final answer will not be trivial. Motivation of some team members is sometimes poor because of their poor imagination or because they do not believe in the method resulting to their passive participation

Threats

One of the main threats for the method is the comprehensiveness of the subject. If the main topic in question is not well understood then the method may fail or have poor results.

*Two interviews with workshop participants were carried out

Facilitators

Number of facilitators: Two

Kind of training facilitators did receive. (*Meaning, did facilitator take part in the training in Serpiano, or are there additional facilitators who got their knowledge of the method from another workshop*)

Both facilitators (Michael Katharakis and Yorgis Androulakis) took part in the training in Serpiano in June 2013. Yorgis Androulakis participated also in Lugano workshop in February 2013.

Please sum up the main aspects of the interview with facilitators regarding:**

*** Facilitator Michael Katharakis was interviewed.*

Strengths

The method support the group dynamics in the sense that it engages all participants to the establishment of a common goal all having the same starting point. Communication by play develops amongst participants and commitment to the final goal is achieved.

Participants express themselves with their models resulting to ideas interchange communication and team building.

Using the Lego bricks people create thing and express their ideas so creativity is manifested during the process of the course.

Final output is interesting and manifests the different aspects under which participants realize the different situations.

Opportunities

LSP method offer the facilitator a tool to face different educational level audiences. It also promotes the interaction via story telling technique while learning by doing offers possibilities for continuous engagement of participants.

Weaknesses

One of the main weakness of the method encountered was the proper description of questions and the setup of the course. It is very important to predefine in detail the questions so that the final answers will really contribute to new aspects and solutions in demand.

Threats

it is possible the LSP method to result in answers that is common place for the participants adding no new information to their knowledge

In particular focusing on the implication the LSP-method might have on the role of the trainer / facilitator

LSP method focuses on the team dynamics and offers a tool to promote most of the adult learning techniques based on participation, motivation and self expression.

Organisation / partner who has been organizing the workshops

Statement: Each partner, while reflecting the workshop for SMEs, should estimate the usability and the acceptance of the LSP-Method and give a statement.

This workshop run quit well. The fact that all six participants came from different SMEs related to tourism let to a generic model for "Strategies to approach new tourism markets". But all participants valued the LSP method and enjoyed the whole procedure.