

TEAM PERSONA: INCREASING CLARITY AND INTENTION WITH COLLECTIVE MODELS

WITH LEGO® AND LEGO® BRICKHEADZ

CLIENT APPLICATION AND PURPOSE

Building a shared model for a workshop or team persona personifies the team's core intentions, creates a unified understanding of what the team is about and supports the onboarding process of new team members.

ENHANCEMENT OF COLLECTIVE INTELLIGENCE

In the CIQ model of Collective Intelligence, the two major components that are being addressed by this activity are CIQ Cognitive Intelligence and CIQ Social Intelligence.

☞ **CIQ Cognitive Intelligence**

= Ability to share and integrate complex information amongst a team

Building a team persona supports the team in accelerating onboarding processes, improving communication and developing a sense of unity. Tweaking or changing the shared model throughout the course of the activity enables all team members to actively participate in the (re-)structuring of the team's core characteristics. By using experiential tools such as LEGO® and LEGO® Brickheadz, the assembly of individual parts towards a shared model improves knowledge exchange and integration, coordination of teamwork as well as creative and innovative thinking on an individual level.

☞ **CIQ Social Intelligence**

= Awareness of team members' personalities and how they interact with one another

Regarding social intelligence, building a team persona encourages the development of a diverse set of team characteristics. By adding unique components to the model, each team member can contribute a piece of their own identity and modifies and decentralises the general structure of the team.

OUTCOME

When asked to build a team persona, teams report to have greater clarity around their desired outcomes for the respective workshop, offsite or team assignment. This subsequently leads to greater effectiveness and motivation amongst the team. Creating a team persona requires all team members to contribute to a shared model which, in turn, increases personal buy-in, engagement and system identification.