

LET'S LEGO PLAY for Business Model Canvas



WORKSHOP OBJECTIVES

This workshop aims to achieve a strategic vision for the development of new business models or existing ones using LEGO® SERIOUS PLAY® technique to achieve consensus and the alignment of the different parties involved. During the workshop will be generated the CANVAS visual graphic with the elements that describe the value proposition for the enterprise, the infrastructure, the customers and the finance obtaining the conclusions through the models generated with LEGO® SERIOUS PLAY® sessions.

Let's Lego Play have more than **200 clientes** worldwide where we have contributed to the Digital Transformation Challenge with these workshops.



Chile | Colombia | Costa Rica | Ecuador | Spain |
Mexico | Panama | Dominican Republic |
United States | Venezuela



AUDIENCE

CEO, Board of Directors, CxO, Organization Key VPs.



DELIVERABLES

Business Model Canvas Finished + Conclusions for the 9 models generated for the Business Model Canvas:

- Value proposal.
- Key Activities.
- Key Resources.
- Customer Relation.
- Channels.
- Customer Segments.
- Key Partners.
- Cost structure.
- Income structure.



WORKSHOP DURATION

5 Days 5 Hours a Day.



www.letslegoplay.com



info@letslegoplay.com



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