

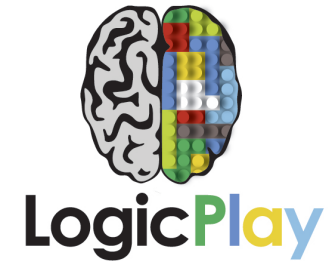
## Here's The Deal

At LogicPlay, we believe the use of LEGO SERIOUS PLAY in the hiring process will help your organization learn about a candidate's fit to a greater degree when combined with the traditional interview process without adding significant time to your existing onboarding.

## Outcomes

LogicPlay is working with organizations like yours to measure the effectiveness of LEGO SERIOUS PLAY when used in the hiring process using the following metrics:

1. Thirty (30) day turnover data
2. New employee turnover data
3. Hiring Manager Feedback



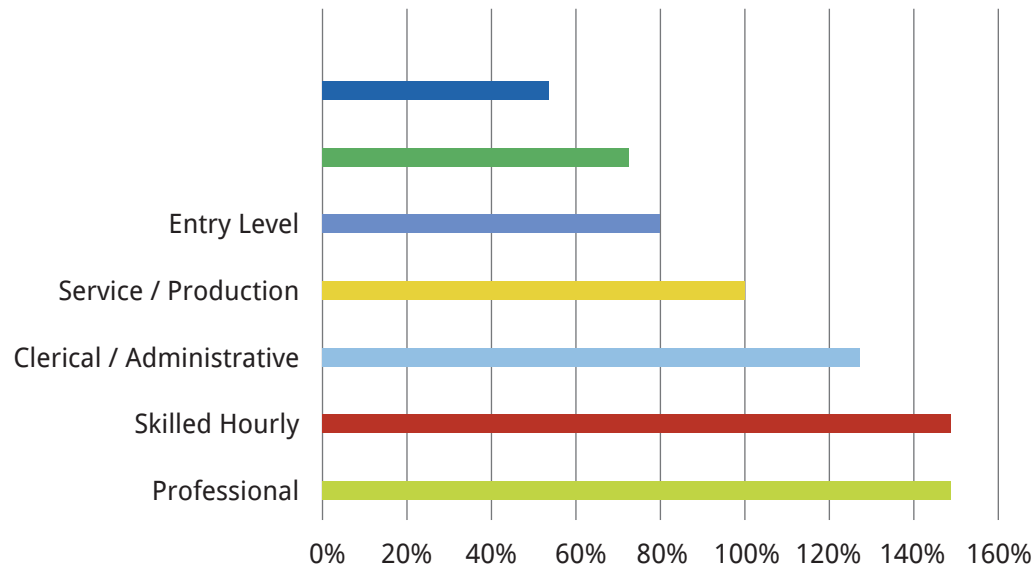
IMPROVING  
CANDIDATE FIT  
USING  
**LEGO**  
SERIOUS PLAY

For more details, please visit :  
[www.logicplay.us](http://www.logicplay.us)

## Challenges Faced By Organization

While organizations face rising turnover and recruitment costs, today's job seekers hold the power to shop their talents, experience, and mobility like never before. There's even an entire industry devoted to helping candidates navigate the application process and prepare for the interview. This leaves organizations of every size challenged to assess crucial traits like creativity, problem solving, collaboration and personality.

## Cost of Hiring as a Percentage of Annual Salary



Taleo Research White Paper Profitable Talent Management 2012

## About LEGO SERIOUS PLAY

LEGO SERIOUS PLAY (LSP) is an evidence-based methodology built on several key social and organizational theories. The use of 3D models helps teams address complex issues without simplifying or losing important details.

Specifically, LSP holds these advantages during the hiring process:

1. The use of LEGO takes the focus off the candidate. This promotes a more relaxed state for the candidate.
2. The use of LEGO reduces the status barrier between interviewer and candidate. This allows the interviewer to experience the candidate's truer personality.
3. Building with hands gives rise to the subconscious and prompts right-brain/left-brain thinking.
4. The introduction of LEGO during the interview allows the interviewer to see the candidate's response to the unexpected.
5. The model descriptions allow the interviewer to assess the candidate's non-scripted verbal communication skills

