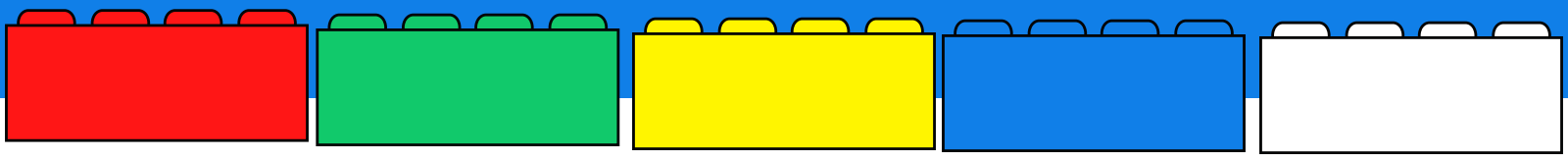


4 BUSINESS BUILDING BLOCK LESSONS FROM LEGO



BUILD CONNECTIVITY & INTERDEPENDENCE

There are no Lego silos where blue pieces refuse to connect with reds. Yellow pieces aren't busy trying to establish their own kingdom. Larger Lego pieces don't take over meetings or demand more attention. All Lego pieces work together toward a common purpose.

BUILD THE RIGHT TEAM

A decade ago, Lego was hemorrhaging money and directionally floundering, much of their turnaround is credited to getting the right people on the bus, starting with CEO Jørgen Vig Knudstorp. Knudstorp provided the clarity, decision-making, and accountability needed to take Lego through a very difficult period.

BUILD BASED ON THE CUSTOMER'S VOICE

Lego customers spend an incredible 5 billion hours every year playing with Lego products. Lego has found the use of focus groups to be a necessity. Watching children play with its products has led to the creation of new product lines and offerings.

BUILD PARTNERSHIPS

Lego has found tremendous success through building and nurturing strong partnerships. The Lego Batman and Lego Star Wars products are just two examples. By partnering and producing these products Lego has raised the company's visibility, increased sales, and encouraged fans of their partners to purchase and collect Lego products.