

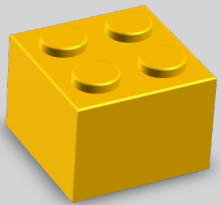
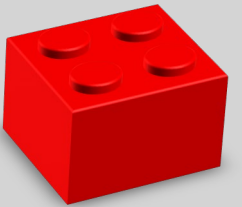


I'm Loretta your
facilitator! We are going
to Build Brick Memories
Together!



Objectives for Hitting the Jackpot Using LEGO® Serious Play®!

- Understand the four components of LEGO Serious Play and how to use them;
- Experience the powerful concept of thinking with your hands through the building of LEGO models;
- Learn how inspiring and empowering creating 3D models with LEGO bricks can be for those in assisted living and all who care for them.



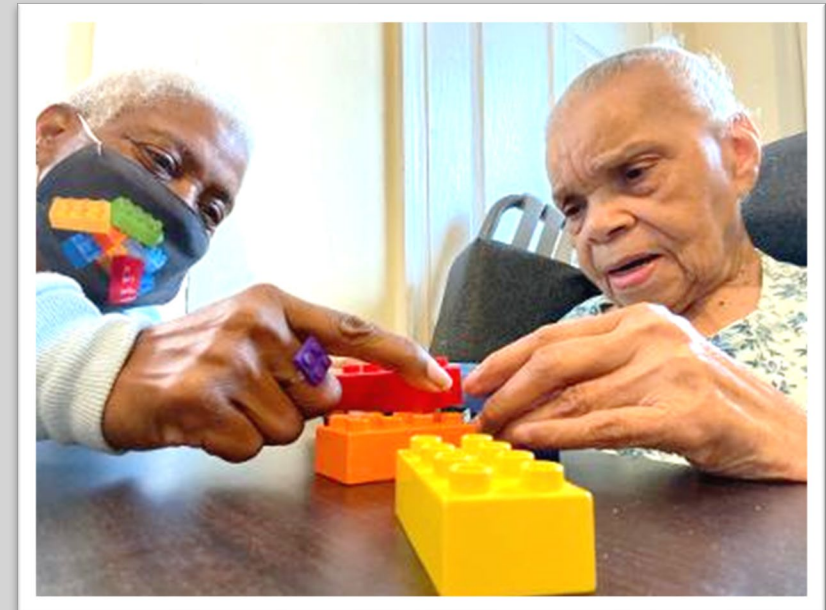
Our 16-Year Dementia Journey

- My Mom Doris was diagnosed with dementia in 2006 at age 77.
- I promised Mom that we'd tackle this disease together, one day at a time and with Joy – and we DID THAT!
- Our journey ended on January 31, 2022, three weeks before her 93rd Birthday! Though Mom is gone our legacy of helping others Build Brick Memories continues!



Our 58-Year LOVE of LEGO!

- LEGO became a part of our lives in 1964 and remained so for 58 years.
- Building with LEGO kept Mom calm and engaged, helped her to find her words and lessened dementia-related behaviors.
- In 2014 I became a certified **LEGO® Serious Play®** facilitator to keep our communication and engagement alive.





DOCUMENT OF QUALIFICATION LEGO®SERIOUS PLAY® Method



Loretta W. Veney

Has successfully completed the STAGE 1 CERTIFICATION TRAINING in designing and facilitating workshops with the LEGO®SERIOUS PLAY® method and materials in accordance with the standards set by The Association of Master Trainers.

STAGE 1 CERTIFICATION covers introduction and training in the LEGO®SERIOUS PLAY® method and in its standard applications for team, people and relationship development.

RASMUSSEN
CONSULTING

Charlotte, United States, July 1, 2014

Place and Date

R.K.
Robert K. Rasmussen, Trainer



SERIOUSWORK
WWW.SERIOUS.CLOBAL

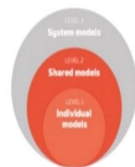
Certificate number
20A-0026/08L2UP

This certificate is awarded to
Loretta Veney who has completed an online
SeriousWork upgrade training and has learned
to facilitate Build Level Two (AT2) LEGO®
SERIOUS PLAY® Online



Sean Blair

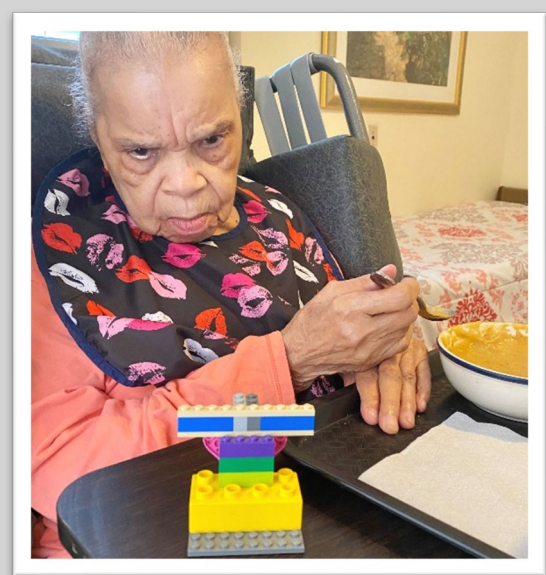
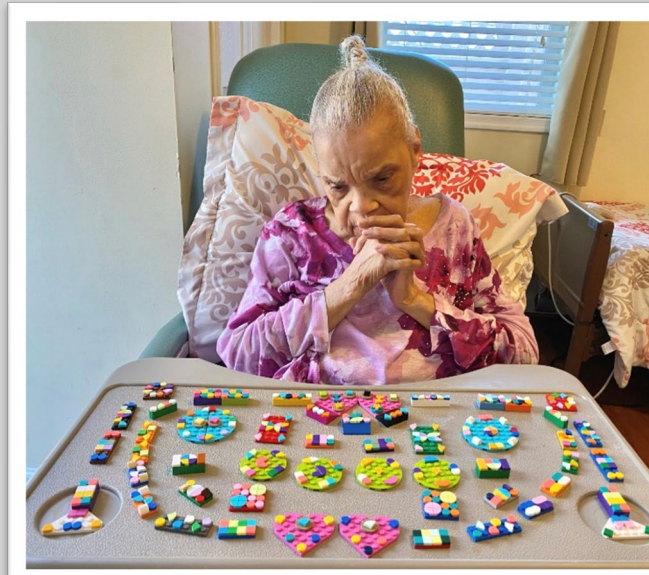
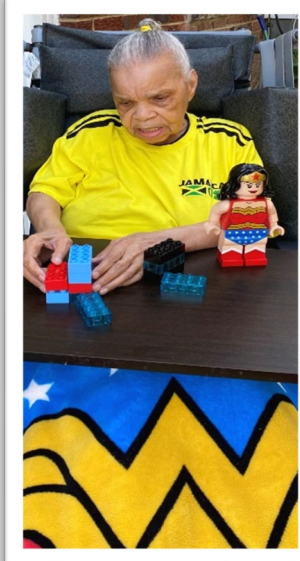
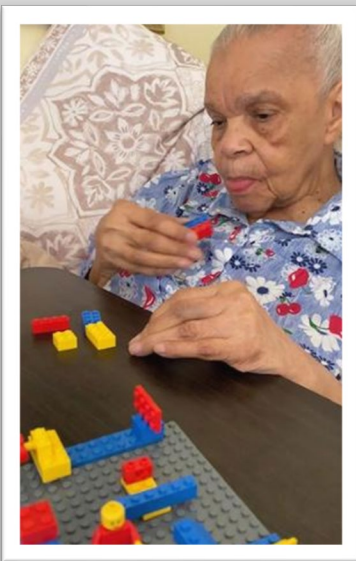
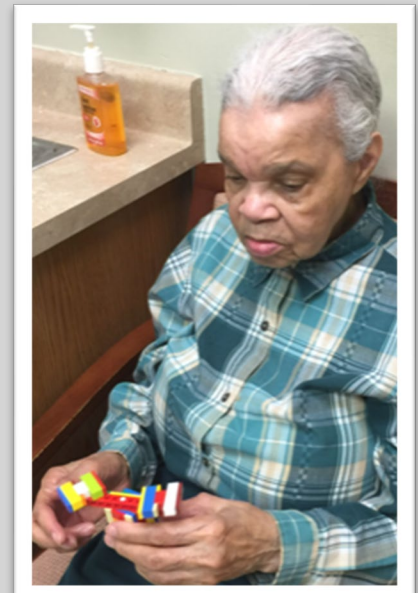
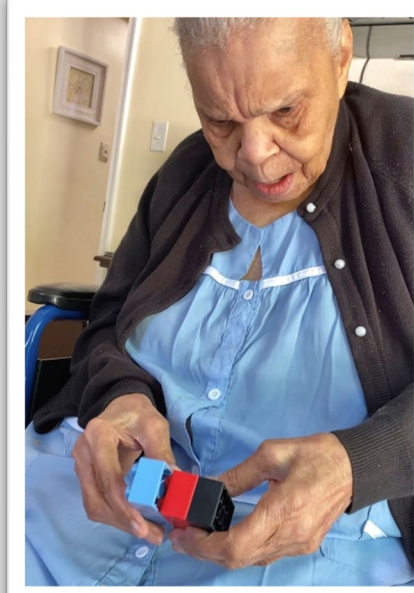
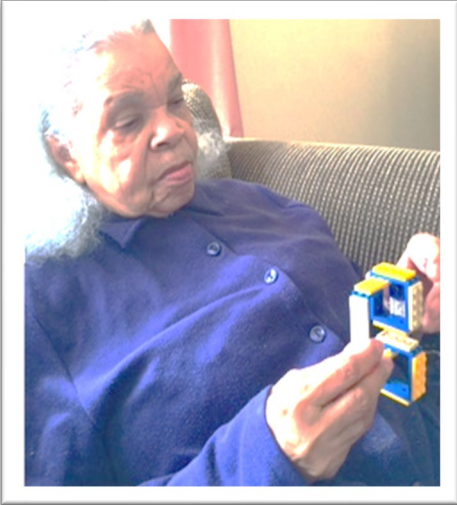
Sean Blair, CPF, Founder
ProMeet & SeriousWork
London, November 2020



LSP Facilitator Training Courses 2014, 2020 & 2023-2025



I Became Even More Focused with Mom & hundreds of others After LSP Training!



Media arrived to witness the Power and JOY of LEGO as an Engagement tool!



LIFE & WORK JOURNAL REPORTS: RETIREMENT

To Give Dementia Patients a Voice, She Asks Them to Speak With Legos

Loretta Veney used the building blocks in her job in security. Then her mother was diagnosed with dementia.



Loretta Veney, an author and speaker, is focused on improving care for those with dementia.

PHOTO: DANIEL MCGARRITY

By Julie Halpert

Nov. 15, 2022 1:00 pm ET

Loretta Veney, who is 63, spent most of her career in security management and training, where she helped teach and give shape to security procedures and rules in the public and private sectors.

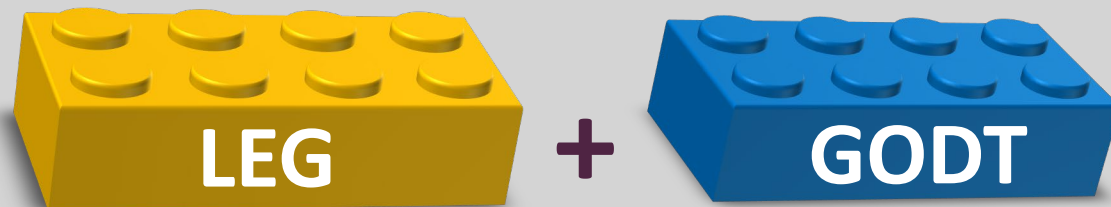


Even The LEGO Group's name is all about PLAY!

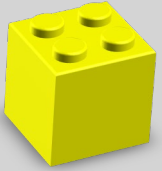
- Founded by Ole Kirk Kristiansen in Denmark in 1932, but a name for the company wasn't chosen until 1935.

which in English means to:

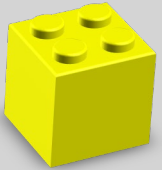
- LEGO is the combination of two Danish words



What is LEGO Serious Play?



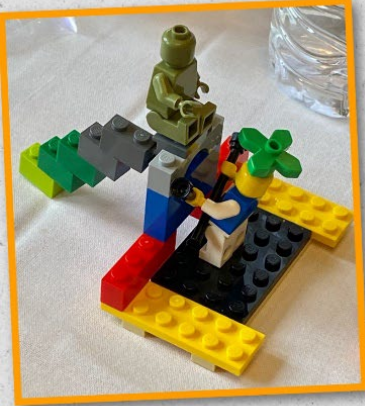
An interactive tool to enhance communication and listening skills through the building and sharing of LEGO Models.



Answers can always be found in the room as long as everyone is included in the discussion.

For me, LEGO Serious Play was Inspiring & a Big Win!

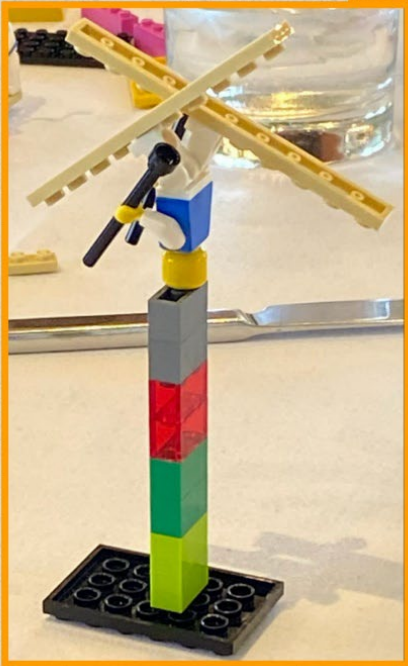
Two or Three Rounds of Building are typical



First Build – Current or Previous State

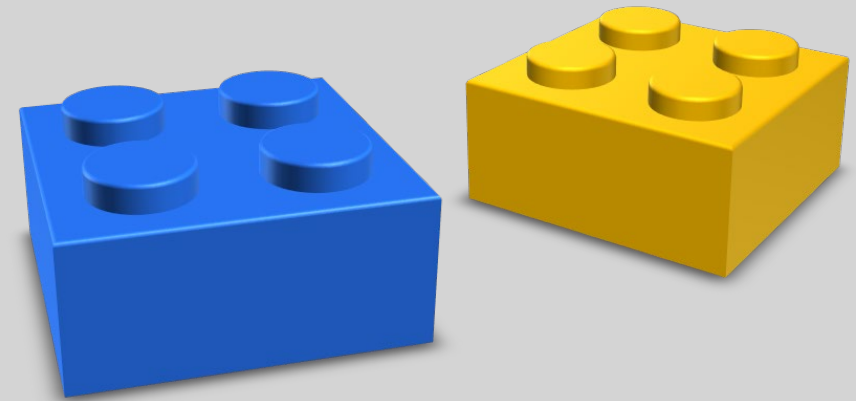
Second Build – Improvement, Overcoming & Strategies

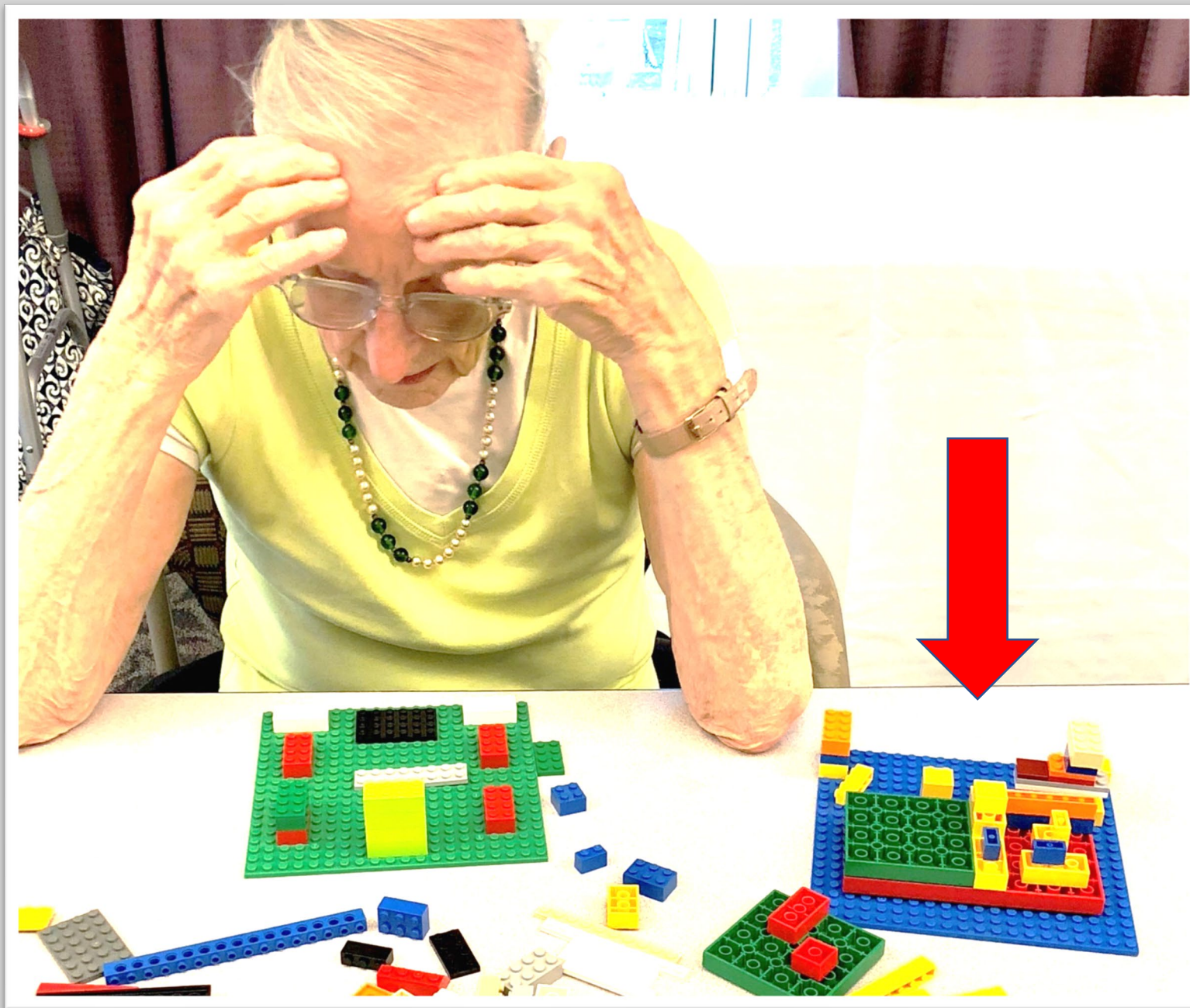
Final Build – Solutions, Inspiration & Empowerment



Empowering LEGO Activities for those with dementia!

- Early & Middle Stages – Building Bucket List, Greatest Achievements
- Building favorite holiday or vacation memories
- Building favorite home
- Late Stage – LEGO Art & Discussion







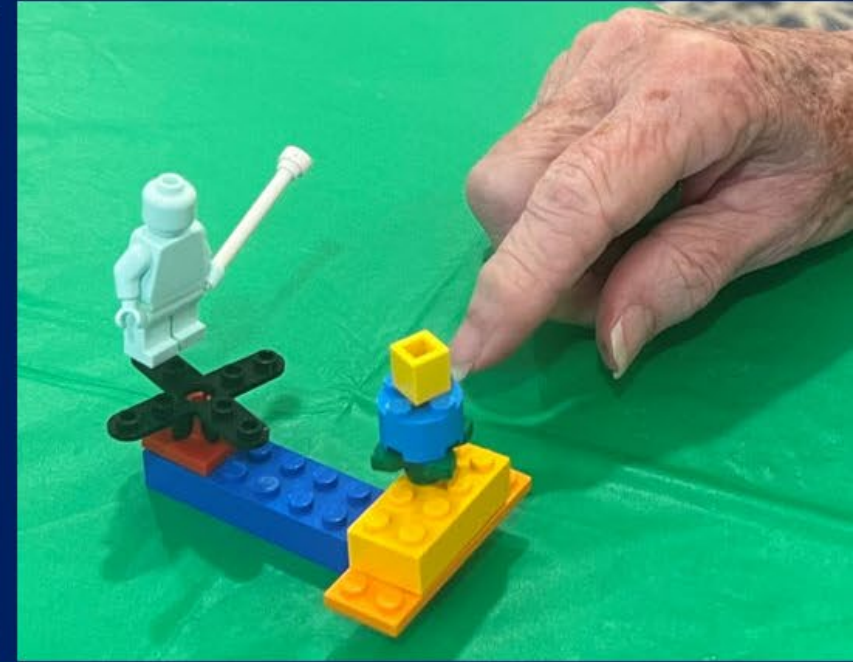
Greatest Achievements of Those Living With Dementia



**Being a Classical
Pianist**



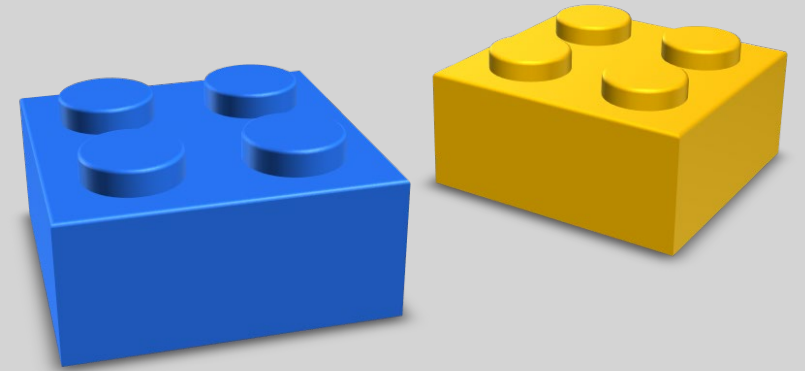
**Being an Orchestra
Conductor**



**Being a Champion
Golfer on the
Senior Tour**

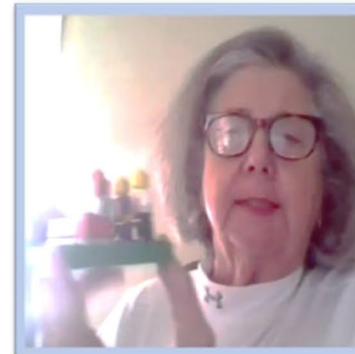
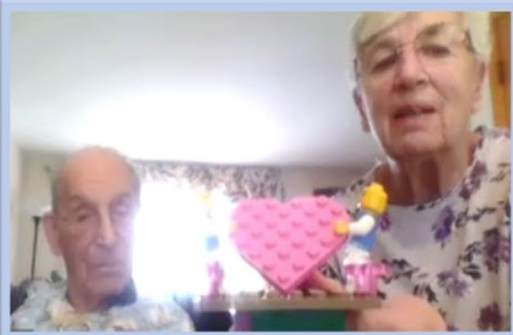
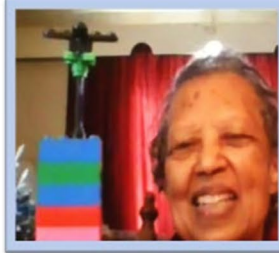
Empowering LEGO Activities for Professional and Family Caregivers!!

- Building Strategic Plans & Mission
- (Re)Building Joy, Hope & Resilience
- Embracing Caregiver Challenges
- Building Strengths and Goals
- LEGO Art with stories



Empowering Family Caregivers!

Building Hope – Hopkins Elder Plus and Called to Care
January 21, 2022



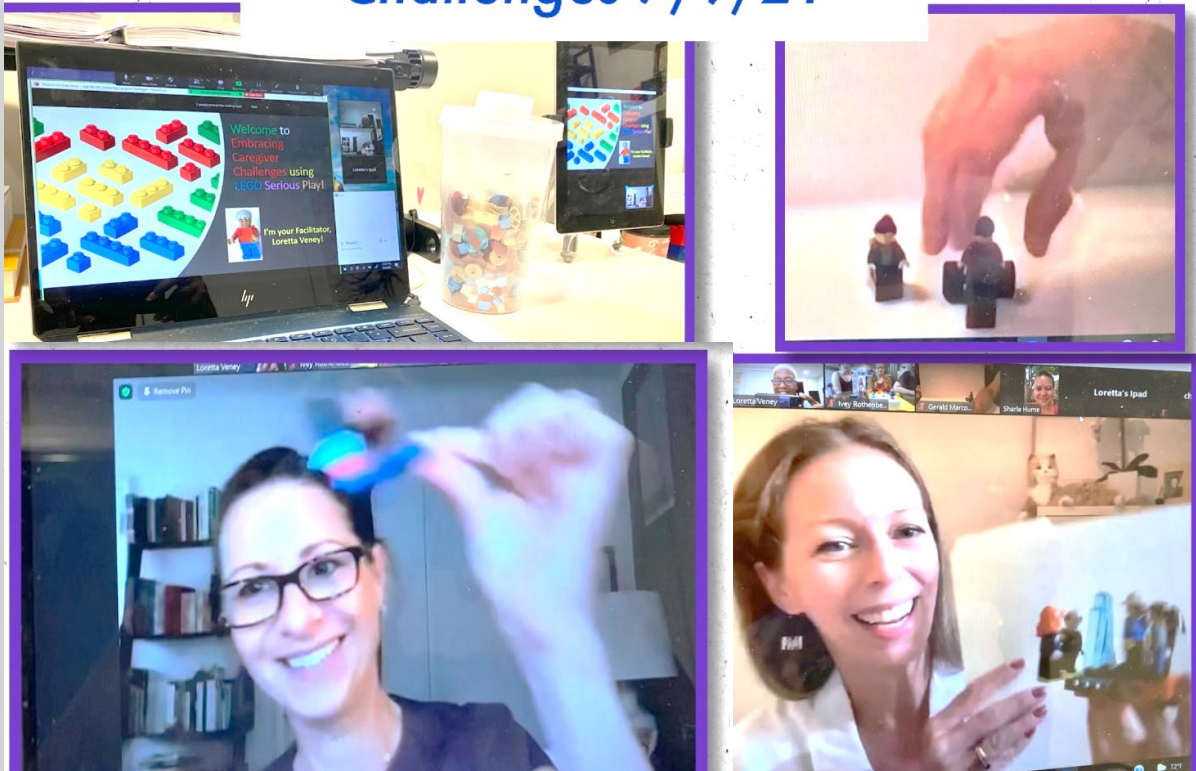
Building

Building
Joy
6/9/21

Sharing



HFC Embracing Caregiver Challenges 7/9/21



Veteran's Administration Caregiver Support Group November 29, 2022 Building Bridges, Joy, Hope and Superpowers



Professional Caregivers - - Assisted Living, Memory Care, Social Workers, CNAs, OTs







November 2021 Honor acquired Home Instead Franchise Owners built Teams & Strategy





**Florida
Council on
Aging
August 4, 2025
Largest LSP
Session to date
420 attendees**



Genentech
A Member of the Roche Group

All for Alzheimer's: Overcoming Barriers in Alzheimer's Care Through Multidisciplinary Teams

August 1, 2022
AAIC Symposium
Hilton San Diego Bayfront
Sapphire Ballroom

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M-US-000560g/v.01 07/22

Welcome and Introductions

Panelists

Marwan Sabbagh, MD
Professor of Neurology at the Alzheimer's and Memory Disorders Division at Barrow Neurological Institute

Loretta Veney
Care partner, author, and inspirational speaker

Carolyn Clevenger, RN
Associate Dean for Transformative Clinical Practice and Professor at the Nell Hodgson Woodruff School of Nursing at Emory University

Pam Montana
Person living with Alzheimer's, former member of the Alzheimer's Association National Board of Directors

Judy Filippoff
Director of Early Stage Programs, Alzheimer's Association, Northern California and Northern Nevada

Genentech
A Member of the Roche Group



Genentech
A Member of the Roche Group

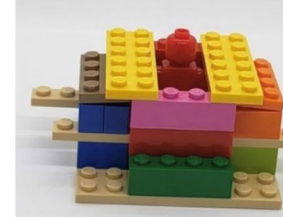
Pam's build representing barriers to early AD diagnosis



15

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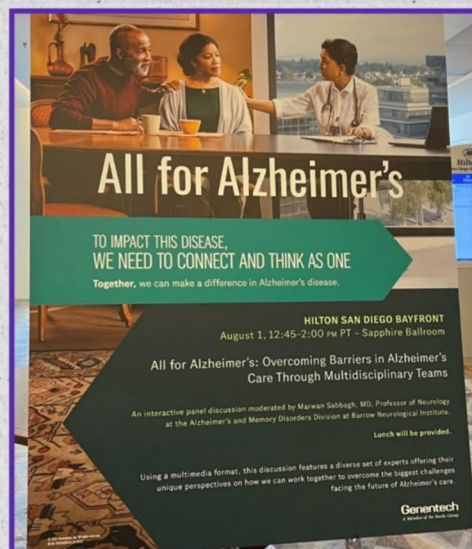
Judy's build representing barriers to early AD diagnosis



16

Genentech
A Member of the Roche Group

Loretta's build representing barriers to early AD diagnosis

All for Alzheimer's

TO IMPACT THIS DISEASE, WE NEED TO CONNECT AND THINK AS ONE
Together, we can make a difference in Alzheimer's disease.

HILTON SAN DIEGO BAYFRONT
August 1, 12:45-2:00 pm PT - Sapphire Ballroom

All for Alzheimer's: Overcoming Barriers in Alzheimer's Care Through Multidisciplinary Teams

An interactive panel discussion moderated by Marwan Sabbagh, MD, Professor of Neurology at the Alzheimer's and Memory Disorders Division at Barrow Neurological Institute. Lunch will be provided.

Using a multi-media format, this discussion features a diverse set of experts offering their unique perspectives on how we can work together to overcome the biggest challenges facing the future of Alzheimer's care.

Genentech
A Member of the Roche Group



Empowering Care Partners and those they care for!



Building Holiday Memories Caregiver & Care Partners

Dec 8, 2021



etsy Szombat IArt's Senior Living cñ Varcloy





Amarillo, TX

Sept 2023



ALZHEIMER'S ASSOCIATION

Building Memories

For those with dementia & caregivers

with LEGO® Serious Play

with Loretta Veney, Certified Instructor

Saturday, April 13, 2024
10 a.m.- noon

Bain 50+ Center, Columbia, MD.

in partnership with
Howard County
Office on Aging and Independence

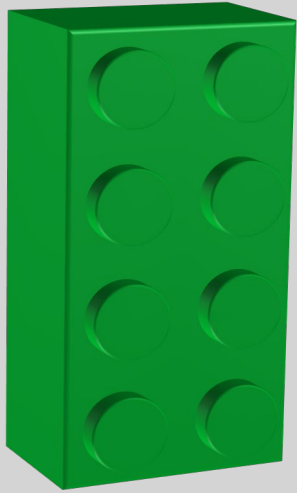


Four Components of LEGO Serious Play



LSP ensures
everyone
is included &
ALL
voices are
heard, for me
that included
those with
dementia.





This isn't just a
green LEGO brick...
It represents the
GROWTH of
relationships or
of flowers.

LEGO Serious
Play is based on **Metaphors!**



Metaphors unlock our imagination!
There are no right or wrong answers!
Your bricks become whatever
you say they are...



SCALA

- are you -

ready to
BUILD BRICK
MEMORIES?

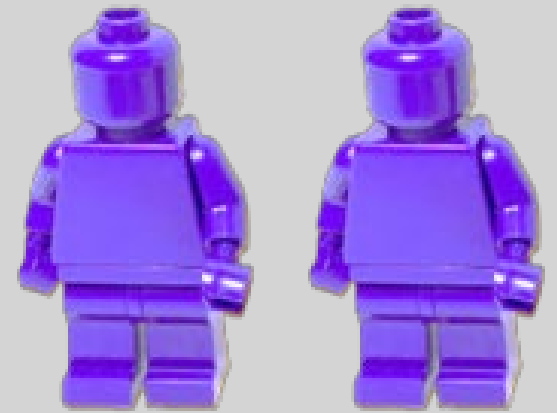
LEARN
CREATE
SHARE
GROW
TOGETHER
♡

SAME
PEOPLE
BIGGER
IDEAS
♡

GOOD
THINGS
HAPPEN
HERE
😊

It's time to open your LEGO bricks!

There are two minifigures in the kit.



The windmill piece spins when connected to either of the two pieces that has a rod sticking out of it.



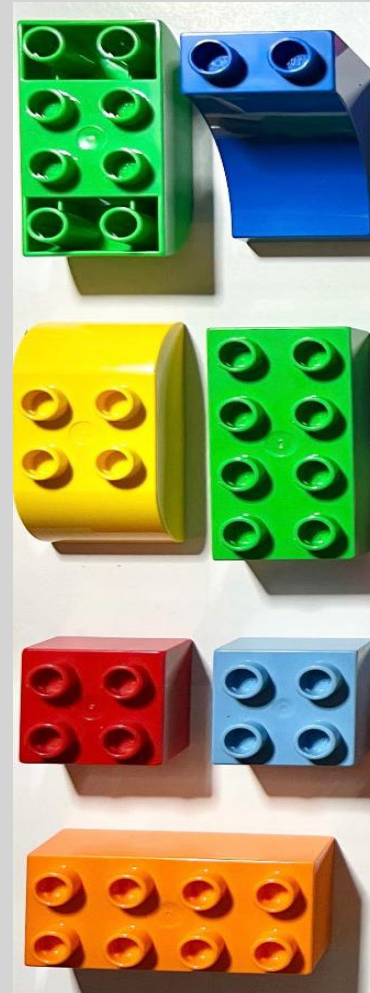
Everyone's favorite piece in the kit is the heart.



Your kit also includes one larger DUPLO brick

These pieces may be easier
to handle and use.

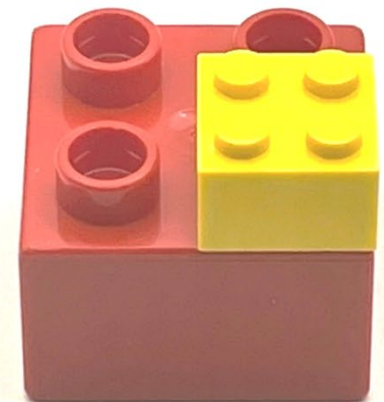
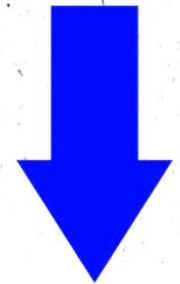
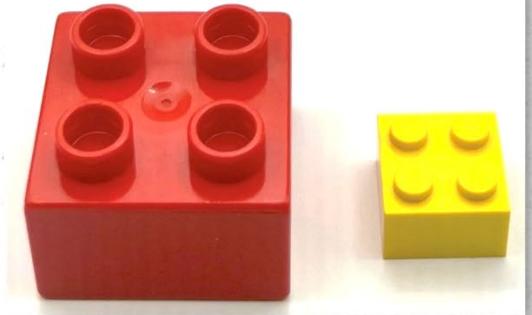
The LEGO and DUPLO
bricks can be used
together!



Both types of bricks
work together!

DUPLO 2x2

LEGO 2x2



Exploring your Bricks with a Warm-Up Task!

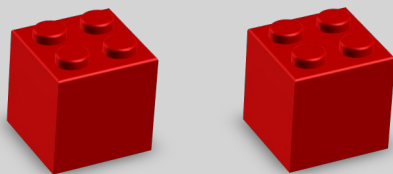


#1 Rule - Think with your hands!! Our hands are connected to many of the neurons in our brains, so when we use our hands and brains together great things are created!

Let's start with something simple!

Build a Bridge of Support!

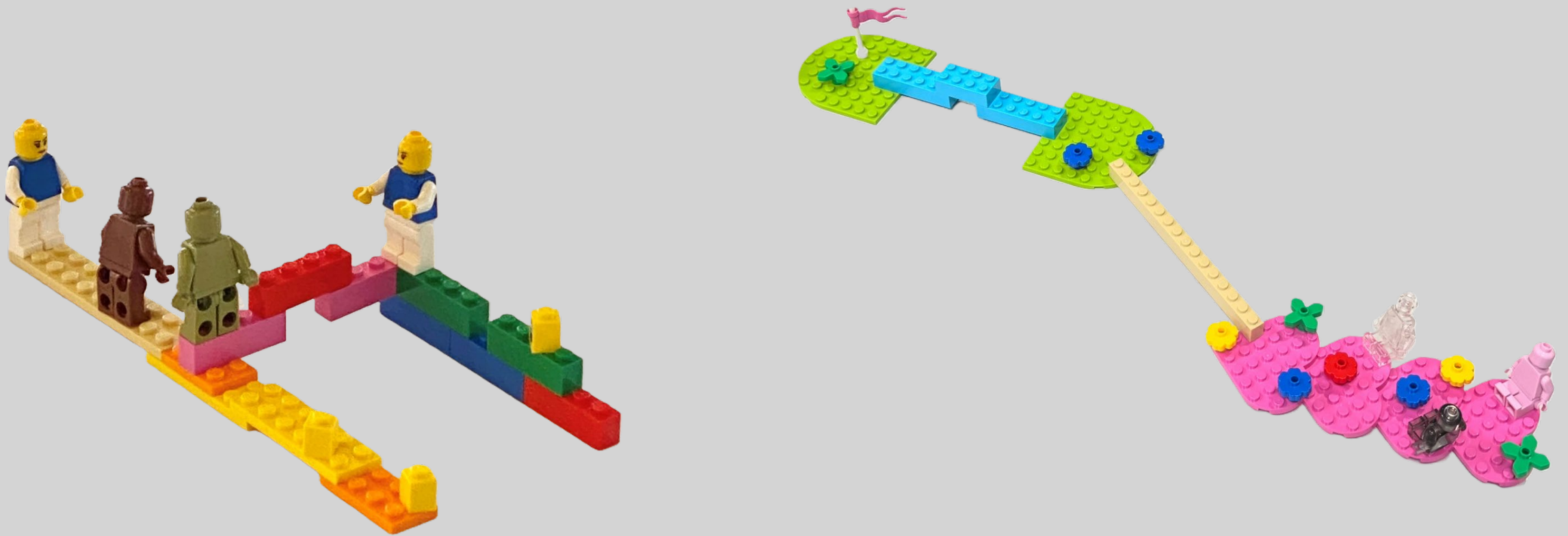
Ready, Set GO!



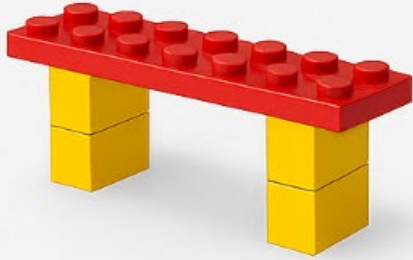
2:00



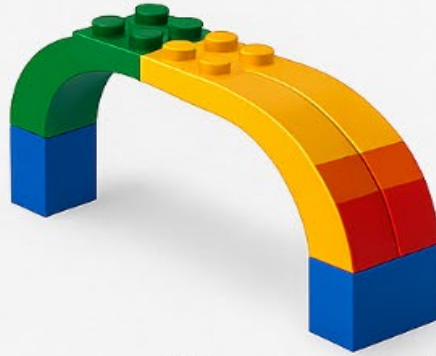
1:00



Great job!
Take a photo of your Bridge
Masterpiece!



Support Bridge



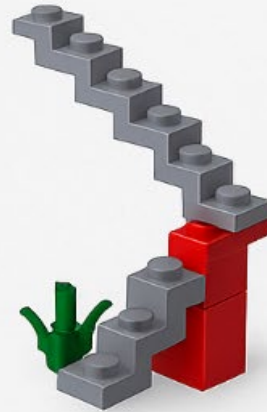
Resilience Bridge



Perspective Bridge



Community Bridge



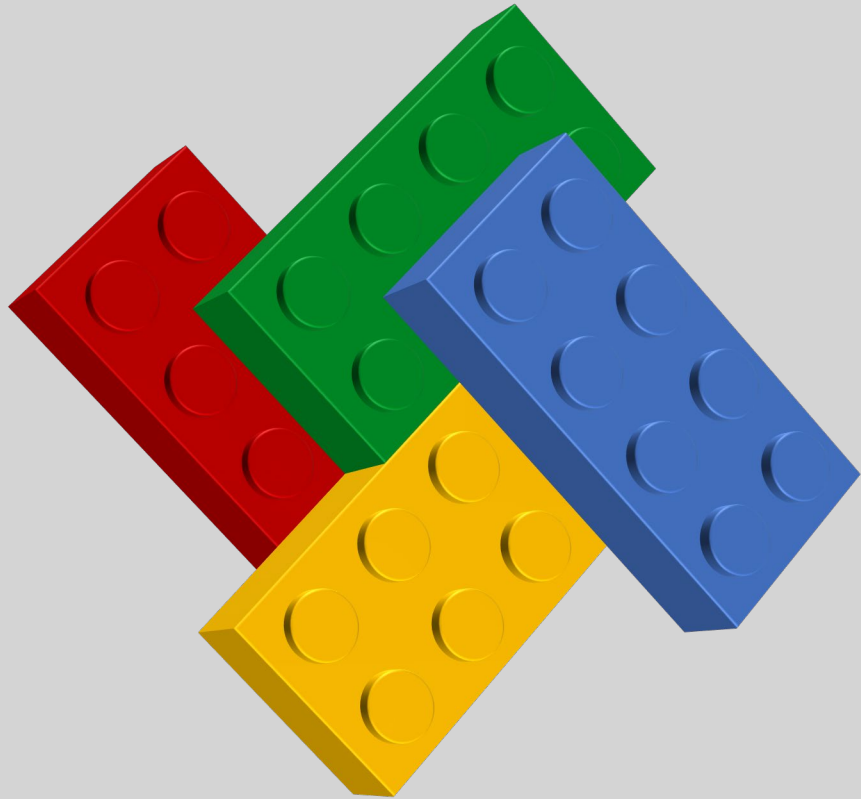
**Transformation
Bridge**



Mindset Bridge

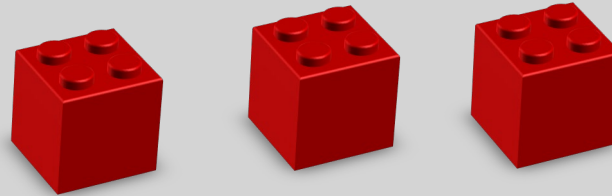
Recap and Reflection!
Ready for our Main Task?

Main Task - Build a model that represents the biggest highlight of your career in Assisted Living thus far that made you feel like you had hit the jackpot!

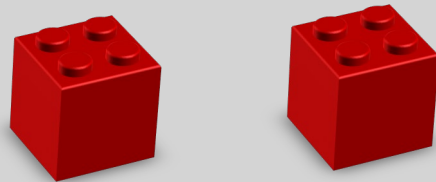


- Don't think too much about the task, just start building!
- Think with your hands!

**Main Task - Build a model that represents
the biggest highlight of your career in
Assisted Living thus far that made you feel
like you had hit the jackpot!**



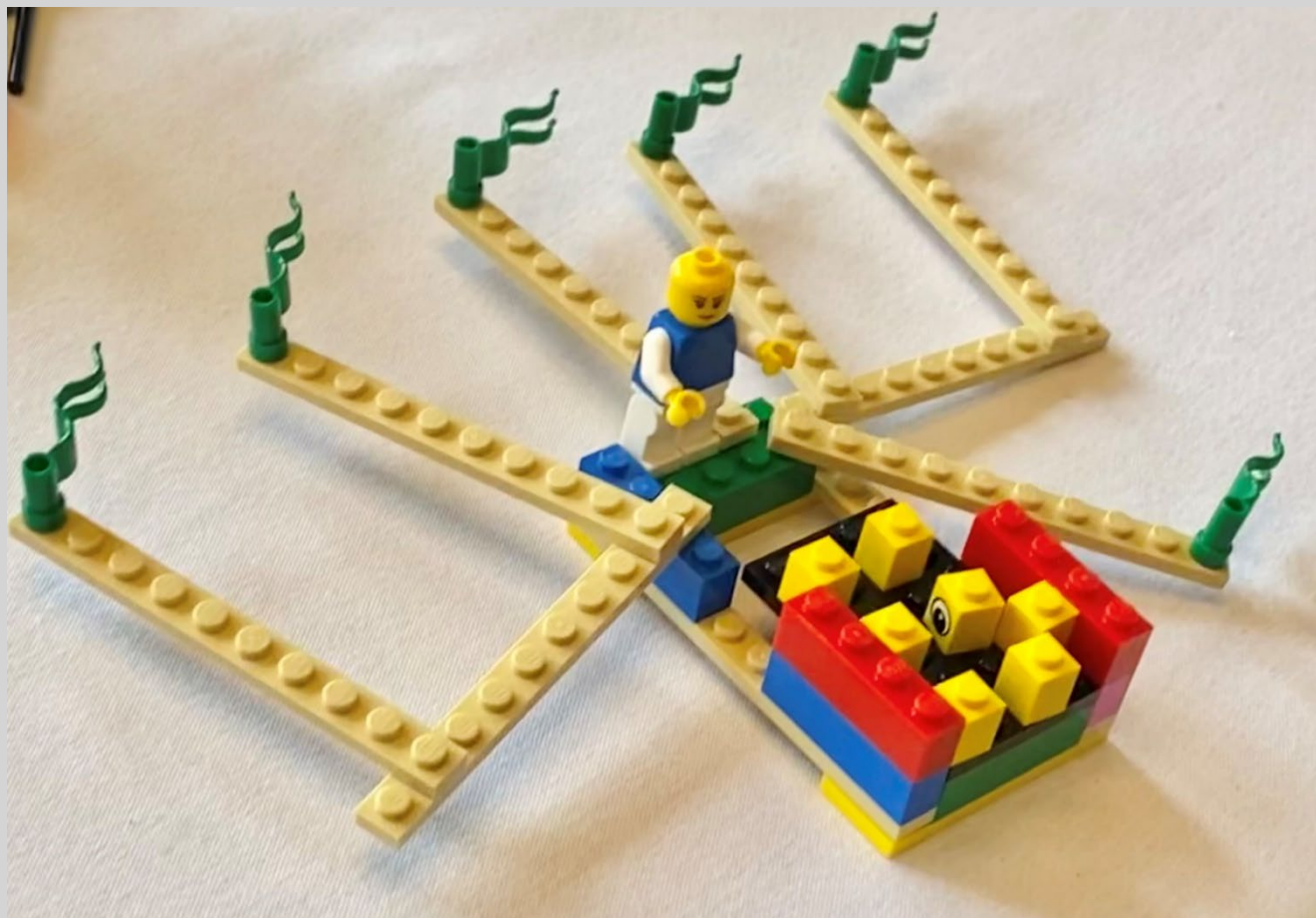
3:00



2:00



1:00



Great job! Take a photo of your model!

Sharing Your Build With Your Group!

Tell your story!

**Share your story of the
highlight of your career thus
far that made you feel like
you had hit the jackpot!**

1) Scan QR code

2) Click  & add a Subject and Description

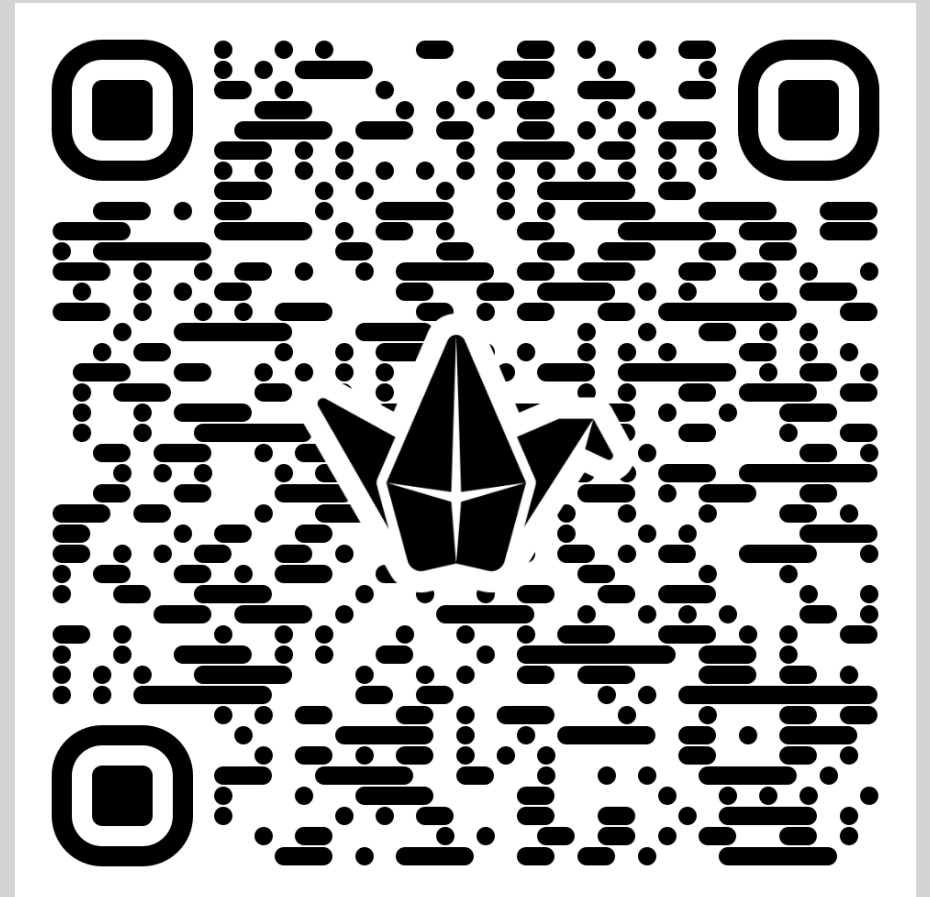
3) Click  @ bottom of screen

4) Click  Upload

5) Select your build photo

6) Hit  @ top of screen

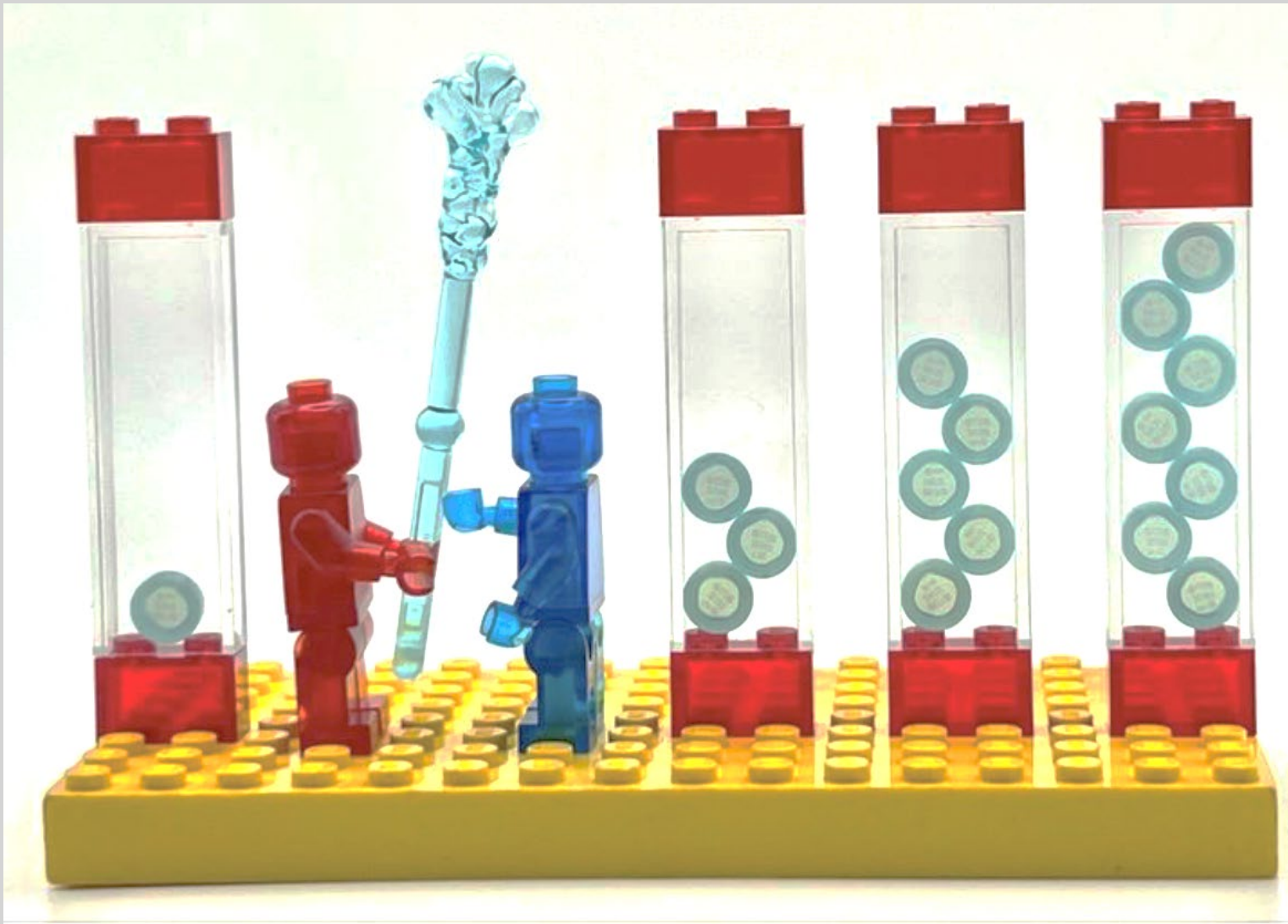
Uploading Your Build to Padlet!



Empowering Lessons from Using LEGO Serious Play!



- Building 3-D models of how we are thinking and feeling can be very emotional!
- Unlocking memories brings about much joy and maybe a few surprises too!
- When we empower our seniors, we score BIG!



Event Recap and Reflection!

Hope you were Inspired by this presentation!

My Mom is still my greatest inspiration, and I'll continue our legacy by helping families and professionals become even stronger through the building of LEGO bricks!

- 1) LEGO Play can inspire and uplift you!
- 2) Set aside time to build at least once a week. Take photos of what you build!
- 3) Keep Empowering our seniors and **WINNING BIG!**

