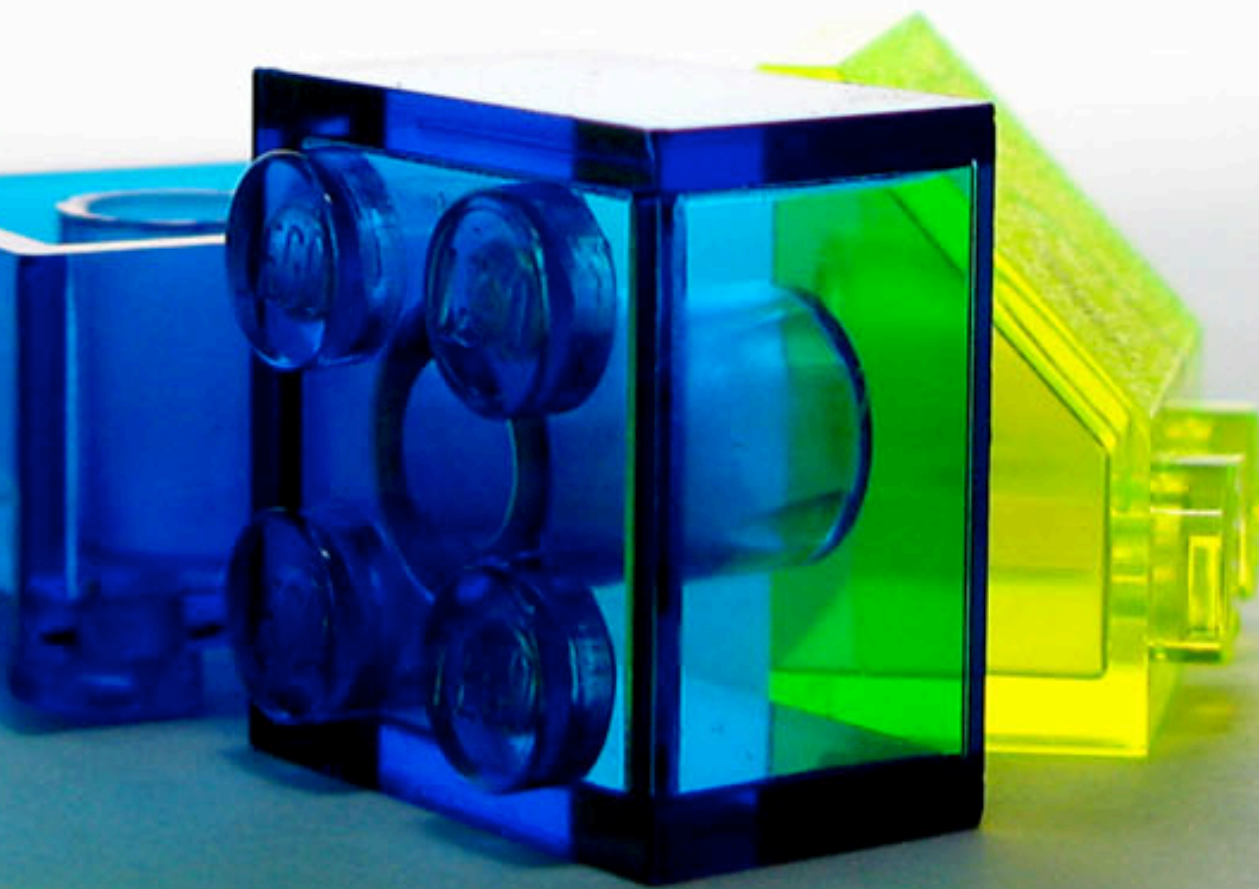


# Strategic Play

CHILD LIFE  
CONFERENCE  
TRAINING PROGRAM 2020



Confidential proposal for in-house use at Child Life.

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November 26, 2019

Ramona Spencer, CMP  
Director of Professional Development  
Association of Child Life Professionals (ACLP)  
1820 N. Fort Myer Drive, Suite 520, Arlington, VA 22209

P: 571-483-4492 | F: 571-483-4482 | E: [rspencer@childlife.org](mailto:rspencer@childlife.org)  
[www.childlife.org](http://www.childlife.org)

Dear Ms. Spencer,

Thank you for your interest in StrategicPlay® with LEGO® SERIOUS PLAY® methods and materials. The purpose of this letter is to outline proposed arrangements for The Strategic Play Group to offer Jump into LEGO® SERIOUS PLAY® Methods Facilitator Certification Training at annual Child Life Conference in Texas in May 21-23, 2020.

## STATEMENT OF WORK

1. The Strategic Play® Group will develop an in-house LSP program specifically using the methods of LEGO® SERIOUS PLAY® which would be a blended program to include the following course content:

Jump into LSP and LSP for therapeutic intervention with children over 6, families, and parents. However, this is not a ‘train the trainer’ program. The intellectual training materials remain with us, the trainers at Strategic Play Group Ltd. Participants will be asked to sign a terms of use agreement not to copy or distribute materials provided.

2. Jacqueline Lloyd Smith will deliver a keynote presentation to close the conference on the healing power of play and thinking in 3D with LEGO.

## PURPOSE AND DELIVERABLES

In this intense “minds-engaged” session participants will play, learn, and experience this innovative hands-on methodology, which has been designed to improve communication. In this process people will “do, see, and hear” as they engage whole brain thinking through 3D artifact building and take risks, explore ideas, and really understand the challenges facing them, all within the safety of the playroom. Multiple games and activities will be shared for quick and immediate use with clients.



Using Strategicplay® and other hands-on, mind-engaging tools, we will create a playful environment that supports learning. Participants will learn to:

- Listen generously and ask open ended questions.
- Use 3D thinking to explore ideas wherein they step out of their comfort zone and use models to give their brains a hand as they imagine the endless possibilities for the future and build options to consider.
- Apply design thinking tools, storytelling, problem solving techniques, and conflict management to help explore and communicate
- Understand how thinking in 3D can be used with creative healing strategies
- Engage 100%
- Have hard fun

### Our StrategicPlay® facilitators will:

Develop appropriate session workflows and agendas for accomplishing the goals of the training.

1. Establish ground rules to guide group dynamics throughout the workshop.
2. Guide the sessions' workflows to help ensure that activities and discussions stay focused and that respect and due consideration are given to all participants' views.
3. Inspire the group to collaborate and be engaged in the process.
4. Keep the energy high and prevent the sessions' workflows from stalling.

\* We may need to hold more meetings with you to effectively prepare for and help deliver the program. We will give our advice regarding the number of participants on teams, the flow of the agenda, the transfer of knowledge, and the outcomes that can be expected given the constraints of time and participant numbers along with best practices regarding room set up and delivery.





### Jacqueline (Jacquie) Lloyd Smith, MA, MBA, (ATR), (CMC)

Jacquie is the founder and Owner of Strategic Play®, a global training organization with partners in South, Central and North America and one of only four Global Master Trainers trained by LEGO®.

Jacquie has over twenty five years' experience working within the health care system in both private business, government, and not-for-profit organizations. During her career, she has worked as a business owner, a director of operations in children's treatment, a management consultant, a conflict practitioner, a university professor and a clinician working closely with a variety of organizations, developing innovative programs to help them navigate through change. She has the natural ability to quickly assess organizational culture and to identify opportunities to improve productivity at both the macro and micro levels.

In 2000, she earned an MA in Conflict Analysis and Management; and in 2006, she completed an MBA in Executive Management (Management Consulting). She earned both from Royal Roads University in Victoria, British Columbia, Canada. In 2005, she studied business strategy and global business in Grenoble, France. In November 2006, she received the Ted Wilson Memorial Award for Lifelong Learning from Royal Roads University. In 2007, Lloyd Smith received the partner business growth award from LEGO®.

Jacquie is a Registered Art Therapist in both Canada and the United States, (ATR), is certified in Play Therapy. She is also a skilled facilitator and holds a diploma in LEGO® SERIOUS PLAY® methodology from the LEGO® Group in Denmark. In 2009, Jacquie was appointed to the training board in the LEGO® Play for Business division. She is one of four global Master Trainers trained by LEGO® who certified participants in conjunction with the LEGO® Systems Group in Denmark. Jacquie is also certified in Creative Problem Solving from the Creative Problem Solving Institute in Buffalo, NY and has level III train the trainer in Simplicity™.

Jacquie instructed at the University of Western Ontario for over ten years, where she developed and delivered curriculum for postgraduate students. She has also taught in the business department at Lakehead University, and for 6 years she was an associate faculty member at Royal Roads University where she taught strategy using problem based learning in the MBA program. She was nominated by her peers to be a fellow of the Royal Society of the Arts (FRSA).

During her career, she has trained and facilitated thousands of professionals in North, South, Central America along with Oceania, Asia, and the EU, with modules she specifically developed to meet their needs. She has been a certified management consultant (CMC) since 2009. **Jacquie also has NAFTA Secret Clearance.**



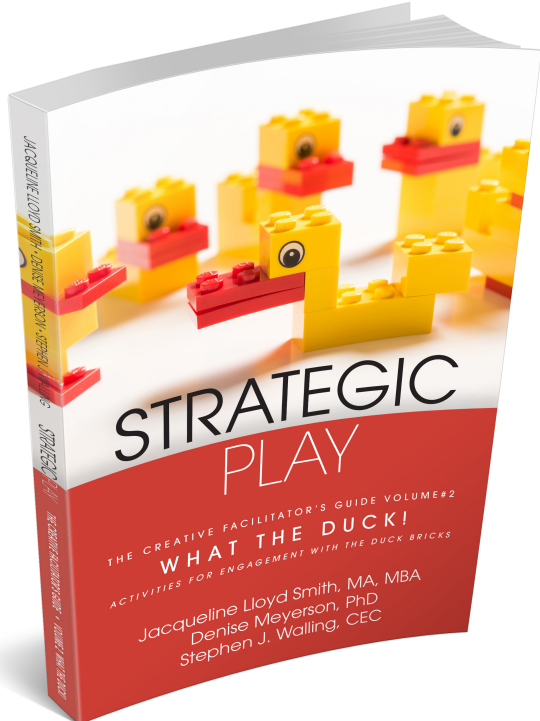
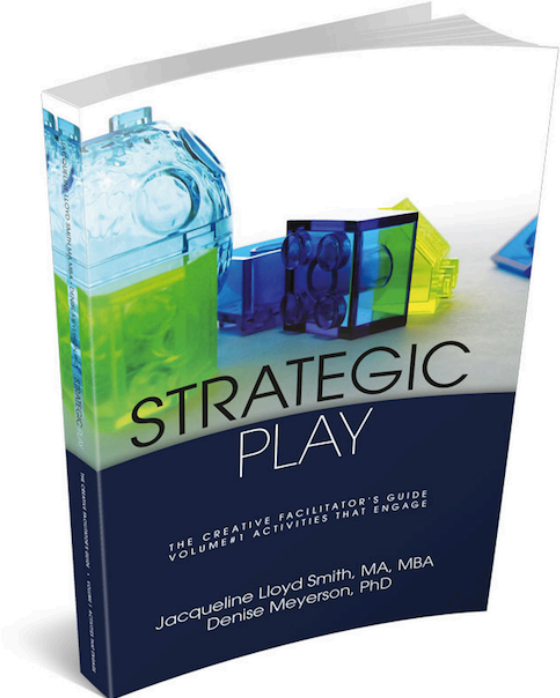
Stephen James Walling, CEC

Stephen is a connector, a natural born team builder, and problem solver. He has traveled to provide training, facilitating, and coaching to business executives in the EU, North, Central and South America, the United States, Canada, Australia and Asia

He is a certified and professional coach, he holds a post graduate diploma in Executive Business Coaching from Royal Roads University in Victoria. He is certified facilitator and licensed trainer with LEGO® SERIOUS PLAY® methodology. He has level II certification in Simplex Creative Problem Solving and Decision Making. He holds certifications in Myers Briggs and other psychometric instruments. He holds diplomas in project management from Royal Roads University in Victoria, BC.

Stephen comes from a mechanical and building background with over 10 years experience as a bicycle mechanic. As a designer he holds certifications as a guitar builder (Luthier) and studio wood furniture maker. He is also an accomplished musician. Stephen credits his creative talents to playing with LEGO® as a child.

STRATEGIC PLAY BOOKS: WRITTEN BY THE TRAINERS





## Here is what some of our clients have said:

"At P&G's GYM innovation facility we consistently apply the principles of Strategic Play targeted at creating delighting consumer product solutions. Strategically playful and focused teams are just more creative. We also use some of their methodologies to co-create with our consumers, tapping into their unarticulated needs and understanding their experience leading to innovation opportunities from product formulation to packaging design. Swiffer is a good example, before it made it to the stores, this team consistently came to the GYM to help generate and bring this innovation to life."

Richard Perez, General Manager at P&G Innovation labs (Cincinnati, Ohio)

"The Strategic Play team led our senior leadership team through a LEGO scenario-testing exercise, which was an excellent and innovative way to explore our insight into the organization's future. The exercise encouraged us to engage differently with the usual list of stakeholders and risks, using a hands-on approach that was inclusive and creative. I found the visual and interactive aspects very valuable, setting the scene for us to lead by example as we evolve into a culture of innovation and collaboration."

Alain Trépanier, Regional Director General  
Public Works & Government Services Canada (Pacific Region)

The City of Surrey consistently works to innovate in an effort to best serve our residents in an evolving landscape. Jacquie and Stephen lead our team through the Serious Play problem solving model which stretched our thinking and perceptions of innovation in ways that we didn't expect. The outcome was a highly engaged team that felt that they had all contributed to solving sticky problems with tangible outputs that were immediately usable by the City. Not only did the sessions stretch us as a team, they reshaped the way that we approach challenges as a City.

Falina Stack, Organizational Development Manager  
City of Surrey, British Columbia

Here is what some of our clients have said:

”T. Rowe Price, has realized by using the Strategic Play method. Both myself and my colleagues in Organization Development Consulting have found the method to offer many benefits to the work we do and the clients we serve, such as:

- More efficient decision making due to the ability to align leaders around key decisions at a deeper level in a quicker amount of time than other methods we have used
  - Participants can actually see concepts in 3D rather than relying on words to convey oftentimes complex ideas or thinking, which enables greater alignment and understanding regarding key issues
  - It creates a level playing field where all participants, regardless of place in an organization’s hierarchy, equally participate in the process and have their voices heard
  - The ability to play with possible scenarios in a tangible way allows for the testing of different ways of looking at the world and consequently greater awareness around what is and what could be
- 
- Participants are way more engaged than with the typical way of processing these conversations

All of this enables leaders to thoroughly surface perspectives that oftentimes are held but not shared, understand and align around shared meaning about an organization’s reality and/or potential future, and gain clarity about actions that will help bring them to their desired end state.

Finally, Jacquie is great to work with, extremely creative, and excessively generous with her time. I can’t recommend her, her work, and the LSP method more highly. ”

Jeff Balesh, PCC  
Human Resources | Organization Development Consulting  
T. Rowe Price

## Our Request of You

We ask that you take responsibility for coordinating the following items in preparing for the training session:

1. Market and invite participants and provide any communication with them regarding the session times, location, accommodations (as needed), etc.
2. Book and provide the venue to ensure we have appropriate meeting space for the workshop with Wi-Fi accessibility as needed.
3. Take responsibility for any refreshments and food for all participants and trainers during the workshop.
4. Provide a projector and screen for computer hook up and sound projection.
5. Room must permit posting of flip charts (either with tape or using sticky backed flip charts) on the walls. The designer will coordinate with you regarding the room set up and requirements based on the design.
6. Dates will be held for you and held upon signing this proposal.
7. Copying or duplicating materials including rewriting, uploading, or using online means or any other electronic version or any means of communication or demonstrating, including translation into any other language, is strictly prohibited. Retraining others in this methodology, both internally and externally, is also strictly prohibited.
8. Provide Trade Show Booth Space for Display of books and materials
9. Include Strategic Play Group as a \$40,000 Sponsor in marketing materials and on website
10. All marketing materials need to be review by Strategic Play Group to ensure copyrights.





## Fees & Expenses:

FEES INCLUDE / FEES NOT INCLUDED: Please see additional graph for pricing breakdown

1. Cost for pre-meetings and time for the the design process (included);
2. As required, all handouts, certificates, and LEGO bricks needed to deliver the training (included);
3. Two trained LEGO® SERIOUS PLAY® methods trainers to deliver the training (included);
4. Keynote to close conference by Jacqueline Lloyd Smith with second facilitators assistance (included)
5. Travel, accommodation and food for two trainers (not included)
6. LEGO materials for the close, not included (approximately 1,000 dollars)





## Fees & Expenses for In-house Training

	Price	Initial here:
2 Certified Trainers to deliver the training over one day for a pre-course to 20-30 participants	Included	
LEGO Materials required to offer training labs 20-30 participants	Included	
Design and development of the training to meet the required outcomes	Included	
Photos of the training delivered back to the client immediately at the training via data stick	Included	
Take away LEGO® packs for participants to use for demonstrations	Included	
Shipping of all materials to the training location	Included	
Hand-outs, certificates for each participant who completes the program	Included	
Number of participants 20-30	30,000	In-Kind
Keynote Presentation	10,000	In-Kind
		Initial here:

## Proposal Approval

In order to approve the proposal and the paperwork to be, please provide us with the person to whom the invoice should be sent to after the contract is signed. Also provide any other requirements for payment, such as purchase order number.

Billing Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

Just as our clients expect good service, we would ask for your assistance and cooperation in observing our terms of sale, which are net 30 days from date of the deposit invoice.

In the event of any termination of this Agreement by Child Life, Child Life's sole responsibility shall be to pay those professional fees and related expenses earned or incurred through the effective date of termination.

You may confirm these arrangements by signing the appropriate space below and returning the full agreement to me via scan to [jacquie@strategicplay.com](mailto:jacquie@strategicplay.com). We welcome this opportunity to be of service to you. If you have any questions about the proposed arrangements, please contact me directly. We welcome the opportunity to be of assistance to the Child Life Conference.

Sincerely,

Jacqueline Lloyd Smith, MA, MBA, (CMC), (ATR), (FRSA)  
Senior Management Consultant  
Master Trainer and Facilitator

Approval Signature: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_





We look forward to this opportunity to work with your team!  
If you have any questions, please do not hesitate to contact me  
Directly on my cell 1-778-822-6354