

My Journey with LSP and "the Third Way of Innovation"



Masao, who started working at a software company in the 1980s, first encountered LEGO's educational products during his MBA studies in Boston. After returning to Japan, he worked as a consultant in the field of science and technology education as a partner of LEGO education. He collaborated with MIT Media Lab and Tufts University's CEEO to promote creative STEM education. In 2005, he underwent LSP facilitator training and, starting with its promotion in Japan, co-founded Rasmussen Consulting Japan as a dedicated LSP company in 2008, together with his partner Takashi Hasunuma. In 2015, he became the first trainer in Asia and has since trained over 1,000 LSP facilitators

How my journey started

In April of this year, I attended Robert's "the Third Way of Innovation" post-foundation training, coinciding with the LSP Asia Community Conference. Up until then, my perspective on innovation was centered around the idea of creating something fundamentally new that would lead organizations, cultures, products, and services to the next stage. I believe many people share a similar view. However, "**The Third Way of Innovation**" significantly altered my perception of innovation.

NOTE: If you are unfamiliar with The Third Way of Innovation model, check out the latest version of the Gazette newsletter.

Step 1: Helping people understand the Third Way

Eager to apply "the Third Way of Innovation" in a corporate setting, I hosted three public workshops, each lasting seven hours, from the first to the third workshop. Participants included business consultants, innovation consultants, university professors specializing in innovation, telecommunications company executives, large corporate innovation center employees, recruitment consultants, and LSP facilitators. Participants in these workshops shared feedback such as:



"I could think about it in the context of my own work. It was a very practical and fulfilling workshop."

"I learned to use three different innovation strategies - Outside, Inside, Around - based on the business life cycle."

"Through lectures and exercises, I could identify which stage of the Third Innovation process I am currently in and what the key points are."

"Not only was the content enriching, but the facilitation and organization were also smooth and well thought out, providing a highly satisfying workshop experience."

Step 2: Piloting the Third Way approach to with LSP facilitators

Up to the third workshop, I primarily aimed to help participants understand the concept of the Third Way of Innovation. Considering whether it was possible to conduct workshops that would take participants from understanding the concept to generating implementable innovation ideas using this concept, I immediately put the plan into action.

*On September 24th, I organized an "Innovation Workshop to Elevate LSP Business to the Next Level" targeting LSP facilitators. With nine participants, the workshop spanned two days, with the first day from 10:00 to 19:00 and the second day from 10:00 to 18:00. **This special event aimed to narrow down concrete, implementable ideas along the lines of the Third Way Innovation process**, refine them further using Third Way Innovation tools, and bring them to a stage where they could be truly implemented. The resulting idea was the concept of an "LSP Café," designed to attract people unfamiliar with LSP and make them aware of its value through experiential sessions. The participants further developed this idea, eventually hosting an LSP Café in Tokyo on November 18, which saw the successful participation of five business users.*



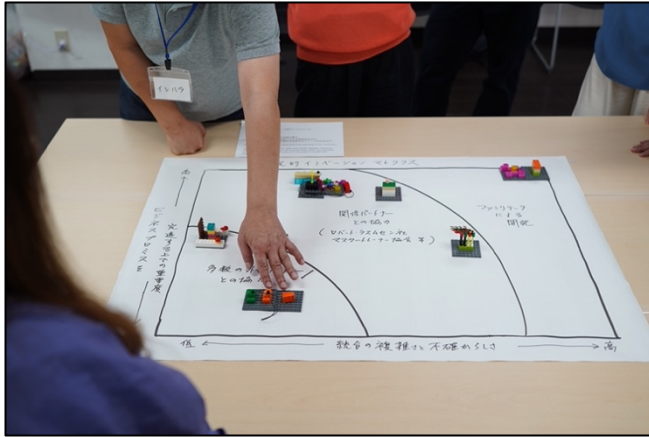
Green plates: Crown jewel and business promise. Surrounding models factors that is blocking the delivery of the promise

Step 3: Applying the Third Way approach to a commercial case

Simultaneously, as I shared my Third Way of Innovation attempts on social media, a corporate client expressed interest in hosting a workshop at their company to break through the status quo with a strategy meeting involving the CEO and top management. This globally renowned fashion brand company, with a \$7 billion turnover and operations worldwide, has been successful for many years. Still, they recognized the need for innovation to achieve further growth. The Third Innovation appeared to be a perfect innovation strategy for such mature companies operating in mature industries with established products.

The workshop for this company, held on November 20th and 21st, targeted 20 executives, including the CEO. Intense discussions, facilitated through Lego models, followed the Third Innovation process, and by the evening of the second day, they reached discussions about implementing the selected innovation ideas. The CEO later expressed gratitude, stating that the two days of LSP workshops allowed them to touch upon the thinking and creativity of each executive and grasp specific innovation proposals.

Within just six months after taking the post-foundation training in May, I was fortunate to reach the point of conducting workshops for clients. Through these six months, I understood that the Third Way of Innovation is more understandable, relatable, and executable compared to previous innovation concepts. I gained significant confidence in using LSP workshops as an effective means for people to learn innovation ideas quickly and efficiently.



Green plates: Crown jewel and business promise. Surrounding models factors that is blocking the delivery of the promise.

Looking ahead, I plan to continue with public and client workshops in the coming year, hoping to assist many companies struggling with innovation. Additionally, I plan to organize post-foundation training in Japan for facilitators interested in trying out Third Way of Innovation workshops, similar to my journey.

Through the journey with 3rdway thus far, I have discovered at least three things.

Firstly: The 3rd way is an approach that can be highly beneficial for many individuals businesses who require innovation.

Secondly: LSP is an excellent method for deeply understanding the 3rd way concept in a short amount of time.

Thirdly: There is a need to create many instances that connect the 3rd way to practical applications. Regarding this, I consider that utilizing the 3rd way approach to innovate within the LSP community might be the fastest way to make cases.