



Case Study: Heart and Stroke Foundation

The Heart and Stroke Foundation is a volunteer-based health charity, working to eliminate heart disease and stroke and to reduce their impacts on society. The Heart and Stroke Foundation of Canada is a federation of 10 provincial foundations, led and supported by a force of more than 130,000 volunteers.

We were approached to work with the volunteer board, staff members, and regional managers to help facilitate discussions regarding the current situation and future of the Thunder Bay Council. They were concerned about the workload and a lack of direction regarding how to best use the talents and time of the members of the volunteer committee. An offsite workshop was developed to enable a roundtable discussion where the playing field was level. This approach facilitated an opportunity for all stakeholders to speak openly within the Strategic Playroom.

We utilized Strategicplay® tools and techniques, specifically LEGO® SERIOUS PLAY™ methods and materials.

Here is what Christina Brassard, Volunteer Development Chair had to say about the outcome of the workshop:

“LEGO® SERIOUS PLAY™ allowed everyone at the table an opportunity to speak and – more importantly – to be heard. It assisted our local council in building understanding, trust and renewed commitment.”

*- Christina Brassard, Volunteer Development Chair
Heart & Stroke Foundation – Thunder Bay Council*

