



AFTERBURNER

THE LEGO CHALLENGE PLAYBOOK

ONE LEGO SET. THREE COMPANIES. ZERO EXCUSES.

See what happened when Little Caesars, Home X, and Southwire ran a 90-minute pressure test, and what changed on Monday morning.





MOST TEAMS DON'T KNOW WHERE THEY BREAK DOWN. UNTIL THEY DO.

67% of well-formulated strategies fail because of execution, not planning.
The gap isn't your people. It's the system. Or the lack of one. **The LEGO Challenge**
was built to expose that gap in **20 minutes** and close it before anyone leaves the
room.

TWENTY MINUTES. REAL PRESSURE. REAL GAPS.

67% 
of well-formulated
strategies **FAIL**
due to poor execution.

Harvard Business Review

Here's what actually happens in the room:

- The brief drops. Teams think they're ready.
- Requirements change. Communication fractures. Time runs out.
- The debrief begins. That's where everything changes.





AFTERBURNER

CASE STUDY 01 // **SOUTHWIRE**

100% SALES CLOSE RATE. 30 DAYS AFTER ONE SESSION.

Southwire's sales team had the talent. What they lacked was a **shared execution rhythm**. After one LEGO Challenge session, they adopted briefing and debriefing as standard practice. Within a month, they **hit their annual sales goal**, with a 100% close rate.

**NEXT : WHAT LITTLE CAESARS DISCOVERED
ABOUT ENERGY AND READINESS >>**



Southwire®

WE DELIVER POWER... RESPONSIBLY



AFTERBURNER

CASE STUDY 02 // LITTLE CAESARS

“IT GOT EVERYONE READY TO GO.”

”

"It was fun. It was high energy. I think it got everyone ready to go."

Kimberly Chambers,
National Operations Training Manager, Little Caesars



Little Caesars® Pizza

The LEGO Challenge didn't just energize the Little Caesars team, it gave them a **shared experience** to reference. A common language. A moment they could point back to when execution got hard. That's what separates memorable events from ones that **actually change behavior**.

NEXT : WHY HOME X KEEPS WORKING WITH AFTERBURNER >>



AFTERBURNER

CASE STUDY 03 // HOME X SERVICES GROUP

FOUR ENGAGEMENTS. EVERY TIME, EXCEEDED EXPECTATIONS.

Brian Alexson has brought AfterburnerSM back four times. Not because it's a good keynote. **Because it works.**

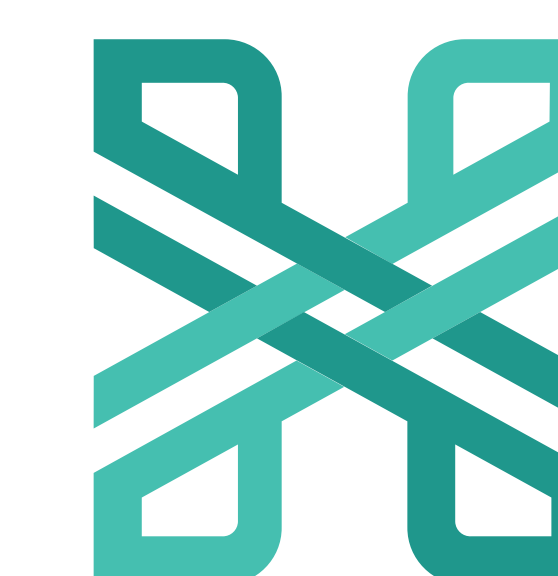
The LEGO Challenge gave his team the credibility of the fighter pilot framework, paired with a live simulation that made the lessons **impossible to forget** or ignore.

”

"This is the 4th time I've worked with Afterburner. Each time, they far exceed my expectations."

Brian Alexson,
President, Home X Services Group

4X



HOME·XSM
SERVICES GROUP

THE FRAMEWORK



AFTERBURNER

**THIS ISN'T A TEAM ACTIVITY.
IT'S A PRESSURE TEST WITH A SYSTEM BEHIND IT.**

THE BUILD

Teams execute a timed LEGO mission with incomplete information and changing requirements. Communication fractures. Priorities collide. Exactly like real business.

THE DEBRIEF

A former fighter pilot facilitates a structured, nameless, rankless review. No blame. No hierarchy. Just the truth about what broke down and why.

THE SYSTEM

Teams leave with the Plan-Brief-Execute-Debrief framework, not as a concept, but as a lived experience they've already run once. That's what makes it stick.



AFTERBURNER

BUILT TO FIT YOUR EVENT. NOT THE OTHER WAY AROUND.

- Duration : 90 minutes (keynote + challenge + debrief)
- Group size : 5 to 5,000
- Format : In-person, keynote add-on or standalone
- Facilitators : 1–2 former fighter pilots
- Lead time : 2–3 weeks recommended



**ALREADY HAVE A
KEYNOTE BOOKED?**

**The LEGO Challenge
is designed to plug
directly in.**





FLAWLESS ISN'T A PROMISE. IT'S A TRACK RECORD.

THE LEGO CHALLENGE IS PART OF A SYSTEM TRUSTED BY:

30
YEARS

3,500+
ORGANIZATIONS

2.8M
LEADERS

85%
FORTUNE 50

10,000+
TEAMS

1 SUPER BOWL
CHAMPIONSHIP



AFTERBURNER

EVERY GREAT TEAM HAS A TURNING POINT. **MAKE YOURS COUNT.**

Book a free 20-minute consultation. We'll scope your event, answer your questions, and show you exactly what the LEGO Challenge would look like for your group.

LET'S TALK ABOUT YOUR EVENT

afterburner.com/team-building/lego-challenge/
team@afterburner.com · 305.239.3539

No pressure, no pitch. Just a conversation with someone who's done this 4,000 times.