



## LEGO Career Tuesday

October 26, 2021

- **Mission:** to inspire and develop the builders of tomorrow
- Family-owned Danish company (headquartered in Denmark); regional hubs, America hub in Enfield, also in the UK, Singapore, Shanghai
  - 37 sales offices worldwide, 737 LEGO branded stores (110 in Americas)
- Movie on YouTube that explores story of start of company in 1932
- **#1 toy company in the world, #1 reputable brand**
- Grown tremendously throughout pandemic as people wanted to stay busy
- Products sold in 130+ countries, 20,000+ colleagues and **growing**
  - Hiring in all regions
- Enfield office: company store, open layout, LEGO builds throughout office, space to collaborate with colleagues
- **The Leadership Playground:** being **brave**, being **curious**, being **focused**
  - Everyone can be a leader
- Opportunities in **eCommerce, field sales, business intelligence, digital and brand marketing, digital merchandising, consumer services, data analytics, supply chain, LEGO retail stores** (mostly located in Enfield)
  - Changes on a daily basis, check out the career page on their website! New roles added usually at beginning of the week
- **Stay connected!** LEGO is on Glassdoor, LinkedIn, Instagram, Facebook, Twitter, and [LEGO.com/careers](https://www.lego.com/careers) - you never know who you will meet and maybe your network can lead to your next opportunity
- **Is there a higher demand for certain roles currently?:** analytics is very prevalent across the disciplines, shows how to evaluate programs and being able to test products and see how things performed, no one functional area that is in higher demand
- **Training programs:** depends on the role, have a Customer Service group in Enfield with a robust training program for four weeks, but no set formal training in departments
  - Each team is encouraged to put together an onboarding plan for new hires (what does the first month look like? Connect with a leader after first 30-60-90 days)
  - Job shadowing in role if there are specific softwares or online learning necessary
  - LinkedIn Learning and **training/development team** for new hires
  - **Brick mate:** someone who takes care of the new hire during first weeks and throughout position, serves as mentor
  - Mentor programs available and now establishing employee advocacy groups
- **Skills desired in candidate:** depends on specific role, leadership playground qualities is important for all roles
  - For business intelligence, what have you learned in school and work experience in data analytics, what have you done to tell a story with data? Do you understand data and can you apply it? Do you have what it takes to do the job?, asking "why?" and ability to understand, having a curious mind
- **Innovation** is in everything we do; let's do something different and be creative with solutions

- **Are positions open to different years?:** no formal intern program yet, but it is coming; will have some summer internships available in Marketing area, if they have them will post them early in year; also look for student workers of all areas/years available throughout the year (10-15 hours per week in office and remote [hybrid format])
- **Interview process:** apply online, then interact with a recruiter, first interview is via phone and is behavioral (want to make sure you are qualified and do you have the behaviors they look for in candidates?), then second round video interview with hiring manager or panel within the team (more technical, based on skillset and ability; defining expectations), final round of interview (may add a task or case study depending on the role)
  - Robust process, want it to be a win-win and want employees to be successful
  - Can you think on your feet? What is your thought process and how do you communicate that to the team?
- **How would you describe the culture of LEGO, and why work at LEGO?:** culture is familial, family-owned company and that is reflected in all they do, the people promise core value is so prominent, want everyone to succeed in roles, want employees to be excited to come to work and to feel challenged
  - Employees are kind and inspiring; kind, friendly, welcoming, and always willing to listen, very fun environment
- **Core values:** creativity, imagination, caring, fun, learning, quality
- Opportunity to do different things and constantly be challenged; LEGO's culture kept one speaker at the company for 30+ years and she has never been bored in a role, if you want a different challenge the opportunity is there; for other speaker, interview process showed her that LEGO was the right place (had the gut feeling that she wanted it so bad and it was the palace for her)
  - Very cool to interact with global company