

Our LEGO® Stories

Teaser: Introducing Our LEGO Stories



Introduction: Teaser (00:00)

Julie: Welcome to Our LEGO® Stories, a brand-new podcast brought to you by the LEGO Group, hosted by me, Julie Foster.

Loren: And me, Loren Shuster. And we're both part of the LEGO team.

Julie: That's right. Loren is our Chief People Officer and Head of Corporate Affairs. And I'm part of the internal communications team. And coincidentally, we've both been at the LEGO Group for just over six years.

Now about our show. In this pilot season, we'll be giving you a peek into what we do to have a positive impact on the world and how we bring LEGO products to life.

Loren: In each episode, we'll be speaking to different LEGO colleagues to bring you their LEGO stories. In our very first episode, we speak to the inventors behind LEGO® VIDIYO™, our new music-based play theme that we've created in partnership with Universal Music Group.

Tom insert: We actually looked to closing that project down, but that's where individual passions come to the fore, and something exciting happened just at that point at which we poured all of this energy in, tried a lot and then said, "maybe it's not working out".

Morgan insert: I went home a bit dejected on the Friday, but I'd already even on the Friday evening had this idea. And I came back in on Monday and said, right, there was my boss, Tom Donaldson, "I'll meet you in 10 minutes under the stairs."

And I just showed them this little sketch of, you know, what became LEGO VIDIYO and just asked for permission to give at least that one idea a little bit more breathing room.

Tom insert: If people aren't brave enough to stand up and say, "No, I'm fighting for this one" then you know that the passion's gone out. And if they stand up and say, "Look, Tom, I'm not having this. There is something here. You've just got to give me more time." If they're prepared to come to me, then I'm prepared to go to my bosses and say, "I'm sorry, we're keeping this one alive."

Julie: I am super excited that we'll get to explore lots of different topics with our listeners, from product innovation, to diversity and inclusion, to sustainability.

Loren: While I hope this podcast will sort of lift the curtain a little bit and give people a glimpse at what it's really like behind the scenes here at the LEGO Group.

Julie: Make sure to subscribe to our podcast on iTunes, Spotify, or wherever you're listening to this trailer, so you never miss an episode. Talk to you soon.

Loren: That's right. Talk to you soon.

Explore more

LEGO VIDIYO

- [Product experience on LEGO.com](#)
- [Announcing new music video maker experience](#)
- [DJ/Producer L.L.A.M.A with first single and video, "Shake" ft. NE-YO and Carmen DeLeon](#)

Disclaimer

LEGO, the LEGO logo, LEGO VIDIYO, the Brick and Knob configurations and the Minifigure are trademarks of the LEGO Group. ©2021 The LEGO Group.