



Training FORTH Innovation Facilitator

Lettele, The Netherlands, November 4 – 9, 2018

This is an invitation to join a 6-day training (in English) in The Netherlands, November 4 – 9 2018, to become a certified facilitator of the effective FORTH innovation method to generate new products, services and business models in your company or for your clients.

What is the FORTH innovation method?

FORTH is a proven innovation method to ideate new products, services and business models. Based on a structured roadmap appealing new concepts are developed, worked out and last but not least - also accepted by all involved in five steps. FORTH® is an acronym and stands for Full steam ahead, Observe and Learn, Raise ideas, Test ideas and Homecoming. The methodology was developed and described by Gijs van Wulfen ten years ago, in his Dutch book 'Nieuwe Producten Bedenken' in 2006. Since then FORTH has spread all over the world, with certified innovation facilitators in The Netherlands, Belgium, Bulgaria, China, Colombia, Germany, the UK, Denmark, Hungary, Italy, Ireland, Lithuania, Norway, Sweden, Turkey, Spain, Slovakia, Switzerland, Romania, Kenya, Sudan, Brazil, Mexico, Japan, Australia and Indonesia. The most important asset of the method are it's satisfied users! More than 75 organisations use the methodology to their great satisfaction, in industry, service sectors, healthcare, non-profit and government. Scientific research proved that organizations using FORTH **double their innovation effectiveness** compared to a regular stage-gate innovation process.



Why an English training course?

Many organizations are struggling with innovation. They often do not know how to start it effectively. We want to help as many organizations as possible to jumpstart their innovation process. The dream of our FORTH movement is that FORTH becomes a regular used ideation method all over the globe :-). Therefore, we started in 2008 to train innovation facilitators to



facilitate the FORTH methodology in their organizations and for their clients. In realising our dream, we will train another small group of 10 innovation facilitators November 2018.

Is there a good match between you match and FORTH?

There will be a good match between you and the FORTH methodology if you:

1. Have a passion for innovation;
2. Work as a professional innovation expert for companies and organisations;
3. Are looking for an effective method to start innovation;
4. Have both practical experience and (basic) facilitation skills;
5. Have a professional attitude and perseverance;

A prerequisite for the training is that you speak Business English.



What's the FORTH Training like?

The 6-day FORTH training is an intensive training in a group of around 10 people from all over the world where you will learn the essential tools and techniques HOW to start innovation effectively. You will learn the techniques by doing, as you will facilitate the methodology as of the start of the training yourself. In this way you will learn besides the content of the methodology also how to facilitate it in practice. Training days are intensive from 08.30 – 20.00, followed by a joint dinner. As venue we have chosen a small-scale private conference centre in Lettele, on the countryside in The Netherlands. You will be staying in a luxurious old Dutch farm, where we will be the only group.



The FORTH training gets wonderful **reviews**:

“A life-enriching experience that prepares you to be a catalyst for innovation in your company or for your clients.” (Magda Ropotan, IKEA Russia);

“An extremely carefully prepared and facilitated training session.” (Mohammed Elhadi, Sudan);

“The perfect week and venue to train your skills and techniques in innovation.” (Mario Kolar, innovation manager, EATON Germany).



After the 6-day training you are certified as an accredited FORTH innovation facilitator. When you master FORTH in practice you can become an accredited FORTH Master facilitator if you wish. This requires either facilitating a full FORTH yourself or co-facilitate five workshops in a regular FORTH project with an accredited FORTH facilitator. In this way you get experienced in doing your own FORTH right at the start. There is a bi-annual 3 day FORTH Worldwide Master class (next one: August 2018) to learn new innovation techniques, get a methodology update and learn new facilitation skills. The Masterclass is mandatory for FORTH Masters or people who want to become one.

There are no fixed fees or royalty fees involved in implementing FORTH. As FORTHers we are part of a family of innovators, who like to spread the methodology all over the world, because it really works!



What are your take-aways as an accredited FORTH facilitator?

As accredited FORTH facilitator you have the following 8 benefits:

1. *An intensive 6-day training.* You will participate in a practical and intensive training for 6 days in The Netherlands, in which you will practise the FORTH process, yourself.
2. *An evidence-based effective innovation method.* The methodology has proved itself in the innovation practice in medium and large organizations across Europe, Russia, Africa, Japan, Australia and Brazil. Both in the profit (products and services) - and not for profit sectors (government, art and health, ngo's). The methodology was scientifically researched and proved in 2014 by Professor Herman van den Bosch.
3. *As internal facilitator: better internal support.* As you ideate with a group of 12-15 people the participants all fathers and mothers of the new concepts created. This will benefit the internal support tremendously during the next steps of your innovation delivery process.
4. *As external facilitator: a better rate.* Because you're accredited and bring along a proven methodology, you differentiate yourself from innovation consultants and you can ask a higher rate. The rate is depending of course on the regular fees in the country in which you operate.
5. *The FORTH accreditation.* You have the right to use the FORTH innovation method and all it's tools in your own company and for your own customers. The accreditation is strictly personal.
6. *Exposure.* Besides your own promotion for FORTH there is a separate category of FORTH innovation facilitators on the FORTH website where facilitators are promoted to provide traffic to your own website or LinkedIn page.
7. *A digital FORTH toolbox.* You get the FORTH innovation facilitator digital toolbox. It is in English, German, Brazilian, Japanese and Dutch. It includes:
 - The FORTH map in Dutch, German, French, Danish, Russian, Turkish, Brazilian, Chinese, Japanese, Spanish, Hungarian and English;
 - Examples and formats for a FORTH proposal;
 - Power Point templates, ready to use in the five steps of FORTH;
 - A pdf of the book 'The Innovation Expedition'.
8. *Sharing knowledge and experiences.* With our facilitators we meet biannually in a 3-day FORTH master class where we share our FORTH experiences, update the best practices, do teambuilding and train our facilitation skills. The worldwide FORTH



master class is mandatory for accredited FORTH Master facilitators to keep our skills and techniques at a world-class level. The next one is planned end of August 2018.

What does the training as certified FORTH innovation facilitator costs?

The training fee is € 3.250, - (excluding VAT for Dutch facilitators) for the 6-day training in The Netherlands. This includes all costs, except for drinks, lunch, dinner and a 5 nights stay in the luxurious conference farm 'Spijkvoorde' in Lettele in the Netherlands. I have made a group arrangement, which will cost you an additional € 750, - (excluding VAT). So the total costs amount to € 4.000, - all-inclusive (excluding VAT for Dutch facilitators).



Our private conference farm 'Spijkvoorde', Lettele, The Netherlands

How do you register?

You find a registration form to join the training as appendix. The training starts Sunday November 4, 2018 at 14.30 and will be finished Friday November 9 at 14.00. We will pick you up at Schiphol Amsterdam Airport Sunday November 4 at 12.00 and will get you there again November 9 at 16.00. There is a maximum of 10 facilitators who can participate. Acceptance will be in chronological order of registration.

Looking forward meeting you!

Gijs van Wulfen, founder of the FORTH Innovation Method

FORTH Innovation Method, Veerstraat 2B, 1211HK Hilversum, The Netherlands
+31-651483575 or gijs@forth-innovation.com

www.gijsvanwulfen.com

More information: www.forth-innovation.com (in English)



Example website of FORTH facilitators:

Maria Zubeldia , Spain: <http://www.serendipity-innovation.com/en/forth-innovation/>

Book 'The Innovation Expedition'

<http://www.amazon.com/Innovation-Expedition-Visual-Toolkit-Start/dp/9063693133/>



Registration Form FORTH Innovation Facilitator Training November 2018

Date: **Sunday November 4, 2018 14.30 to November 9, 2018 14.00.**

Place: *Private Conference Farm 'Spijkvoorde', Cröddendijk 10, 7434 PN Lettele, The Netherlands*

Name participant:

Role/function:

V.A.T. number company (in EU):

Official Company name (fitting the VAT number):

Street:

ZIP Code:

City:

Country:

Mobile phone:

Email:

Number of years innovation experience:

Describe your practical experience with innovation and your role:

Training costs are € 3.250, - + € 750 (food, drinks and hotel rooms for 5 nights) (excl. VAT for NL registrars). *Your registration will be final* when confirmed by Gijs van Wulfen and after you have paid the invoice send to you, before October 4, 2018.

Participant Signature

Date, Location

Please sign and return to: FORTH Innovation Method, Gijs van Wulfen, Veerstraat 2B, 1211HK Hilversum, The Netherlands. Email gijs@forth-innovation.com

Terms and conditions: We reserve the right to cancel the training due to unforeseen circumstances. In the event of such a cancellation, you can opt to have all the pre-paid fees refunded in full, or credited towards the next available course. A trainee cancellation within 4 weeks prior to commencement of the course will be subjected to the full course fee.