



## Training FORTH Innovation Facilitator

Lettele, The Netherlands, June 27 – July 2, 2020

*This is an invitation to join a 6-day training (in English) in The Netherlands, June 27 – July 2 2020, to become a certified facilitator of the effective FORTH innovation method to generate new products, services, processes and business models for your company or for your clients, creating a culture for innovation too.*

### What is the FORTH innovation method?

FORTH is a proven innovation method to ideate new products, services, processes 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 fifteen years ago, in his Dutch book 'Nieuwe Producten Bedenken' in 2006. Since then FORTH has spread all over the world, with 200 certified innovation facilitators in The Netherlands, Belgium, Bulgaria, China, Colombia, Germany, UK, Denmark, Hungary, Italy, Ireland, Lithuania, Norway, Sweden, Turkey, Spain, Slovakia, Switzerland, Romania, Kenya, Sudan, Brazil, Mexico, Japan, Australia, Austria, Azerbaijan, Poland, Malaysia, and Indonesia. The most important asset of the method is it's satisfied users! More than 100 organisations use the methodology to their 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. And above all, you're creating a culture for innovation too.



### Why an English training course?

Many organizations often do not know how to start innovation effectively. We want to help them to jumpstart their innovation process. Therefore, we started in 2008 to train innovation



facilitators to facilitate the FORTH methodology in their organizations and for their clients. We will train another small group of 7-9 innovation facilitators, end of June 2020.

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, - educator or - project manager;
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 7-9 people from all over the world, where you will learn 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, near the town of Deventer. 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 a 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 23-26, 2020 in Kyoto, Japan) to learn new techniques, get a methodology update and learn new skills. The Master class 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 share and spread the methodology all over the world, because it really works!*

### **What are your take-aways?**

As 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, where you will practise the FORTH process, yourself.



2. *An evidence-based effective innovation method.* The methodology has proved itself in practice in medium and large organizations across Europe, Russia, Africa, Japan, Australia and South America. The methodology was scientifically researched in 2014 by Professor Herman van den Bosch.
3. *As internal facilitator: better internal support.* Ideating with a group of 10 -15 people leads to great internal support 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 and you can ask a higher rate. The rate depends 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 its tools in your own organisation and for your clients. The accreditation is personal.
6. *Exposure.* There is a web page with all FORTH innovation facilitators on the FORTH website where facilitators are listed to provide traffic to your own website or LinkedIn profile.
7. *A digital FORTH toolbox.* You get the FORTH innovation facilitator digital toolbox. It is in English, German, Brazilian, Japanese and Dutch, and includes:
  - The FORTH map in Dutch, German, French, Danish, Russian, Turkish, Brazilian, Chinese, Japanese, Spanish, Hungarian, Italian, Norwegian 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 bi-annually in a 3-day FORTH master class where we share our FORTH experiences, update the best practices, and train our skills.

### **What does the training as certified FORTH innovation facilitator costs?**

The training fee is € 3.250, - (excluding VAT for Dutch facilitators and private registrations within Europe) for the 6-day training in The Netherlands. This includes all costs, except for drinks, lunch, dinner and a 5-night 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). the total costs amount to € 4.000, - all-inclusive (excluding VAT).



*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 Saturday June 27, 2020 at 14.30 and will be finished Thursday July 2 at 14.00. We will pick you up at Schiphol Amsterdam Airport Saturday June 27 at 12.00 and will get you there again July 2 at 16.00. There is a maximum of 9 facilitators who can participate. Acceptance will be in chronological order of registration and is only definitive once the payment is received.

Looking forward meeting you!

*Gijs van Wulfen,*

*founder of the FORTH Innovation Method*

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[www.gijsvanwulfen.com](http://www.gijsvanwulfen.com) & [www.forth-innovation.com](http://www.forth-innovation.com) (in English)

Example websites of FORTH facilitators:

Silvia Zubeldia , Spain <https://imagoinnovation.com/metodologias/>

Coenie Middel, South Africa: <https://middel.co.za/l/innovationfacilitation/>

Evidentia, Italy: <https://www.evidentia.it/forth/>

Book 'The Innovation Expedition'

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



**Registration Form FORTH Innovation Facilitator Training  
End of June 2020**

***Saturday June 27, 2020 14.30 – Thursday July 2, 2020 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 (matching 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 and non-company registrations in the EU). *Your registration will be final* when confirmed by Gijs van Wulfen and after you have paid the invoice send to you, before June 12, 2020.

Participant Signature

Date, Location

Please sign and return to: FORTH Innovation Method, Van Wulfen Innovation IKE, Villa Anna, Kefalas 73008, Crete, Greece, or Email [gijs@forth-innovation.com](mailto:gijs@forth-innovation.com)

*Terms and conditions:* We reserve the right to reschedule or cancel the training due to unforeseen circumstances. In the event of such a reschedule or 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 2 weeks prior to commencement of the course will be subjected to the full course fee.