

BRAND NEW



Certified Online FORTH Innovation Facilitator



by Gijs van Wulfen  
LinkedIn Influencer &  
TOP Innovation Expert

## WHY?

During and after the Corona crisis organisations need to reinvent themselves. At the same time, individuals are now more than ever ready and open for online formats to innovate. I experienced this myself, while facilitating an innovation project for Huntsman in China with the FORTH innovation methodology. During the process China went into strict lockdown, but we took the last two phases online, and finished FORTH according to the original plan with five disruptive new business cases. The online delivery of business cases, and online decision making, worked excellent.

At this moment the demand in the market for (FORTH) innovation programmes online is eminent. And we know from experimenting that a FORTH online process of 10 weeks works, when applied in the right way. We learned though that the critical success factor is that a facilitator masters the online formats, -techniques and -tools. So that's why we launch this six-week training as certified **Online FORTH Innovation Facilitator**.

## HOW?

You will be trained, online of course, in a series of six weeks how to facilitate the FORTH innovation method online. Week one is on the method in general and the online tools used. and the next five weeks we spend one week on each of the five steps of FORTH and their online workshops and activities. The main focus will be on the how: how to facilitate it with the online tools selected, like for example Miro. Each week you will get:

- online movies and book-pdfs on the FORTH
- WHAT webinar on FORTH with the essentials for that specific phase
- online HOW workshop with exercises
- Live Q&A with the Founder of the methodology, Gijs van Wulfen

## FOR WHOM?

The training as certified **Online FORTH Innovation Facilitator** is meant for:

- Certified 'Live' FORTH innovation facilitators who want to facilitate FORTHs online
- Online workshops facilitators who want to deliver also the FORTH innovation process online
- Managers, project leaders who want to deliver the FORTH innovation process online in their organizations
- Consultants who want to deliver the FORTH innovation process online for their clients

## 6 Weeks Series

1	2	3	4	5	6
Introduction of the FORTH innovation Method	Full Steam Ahead	Observe and Learn	Raise Ideas	Test Ideas	Home-coming



### Weekly come together

**Monday**, 17.00 - 18.00 (C.E.T):  
FORTH Cafe



**Tuesday**, 17:00–18:00 (C.E.T):  
one hour WHAT-Webinar



**Thursday**, 17:00–20:00 (C.E.T):  
three hour HOW-Online Workshop



**Friday**, 17:00–18:00 (C.E.T):  
LIVE Q&A



### Weekly self-learning

Reading pdfs of the innovation bestseller book 'the Innovation Expedition';

Watching and reflection on of the FORTH-Videos by Gijs van Wulfen;

Exercises with FORTH formats in online tools, using checklists, instruction videos and templates.



Participants who join all online sessions will be certified as **Online FORTH Innovation Facilitator** and mentioned as such on the website of the methodology.



This training will require from you around 8 – 10 hours per week total.

## Your take-aways

1. Certification as one of the first Online FORTH Innovation facilitators;
2. A ready-to-use FORTH Online toolbox with all virtual templates and time schedules for all FORTH workshops.
3. A deep understanding of the FORTH innovation methodology.
4. Practical insights and skills how to work with diverse online tools.
5. New insights on innovation from LinkedIn Influencer and founder of the methodology Gijs van Wulfen.
6. Mentioning on the FORTH website as certified online FORTH innovation facilitator.
7. Access to a valuable network of over 200 certified FORTH facilitators worldwide.
8. At the end of this training you will feel empowered to deliver a great online FORTH.



## Investment

Get This Course For Free, When You Enroll New Participants.

- When you enroll 4 new participants for this course, you get the course **for free**.
- When you enroll 3 new participants you get a **75% discount**.
- When you enroll 2 new participants you get a **50% discount**.
- When you enroll 1 new participant you get a **25% discount**.

The investment for this unique training including certification are € 2.750 (exclusive VAT).

There are no royalties, or yearly subscription fees to be paid as with other methodologies. FORTH is an 'open innovation methodology'; free to use for everybody, as my mission is to make everyone in the world a great innovator.

## About the methodology



The FORTH innovation method is a structured method to start innovation, combining design thinking & business excellence. It is implemented by organizations all over the world. Both in the profit sector, like 3M (USA), Huntsman (Europe, USA and APAC), Orange (Europe), NEC (Japan), as in the non-profit sector, like UNHCR (Kenia), and healthcare organisations like Alfred Health (Australia), and GGD (Netherlands). The method generates innovative new products, services, processes and business models. A side-effect of the method is creating a culture for innovation. Scientific research proves that out of 100 ideas, 78 are taken into development and 51 are introduced, compared to 21 in an average stage-gated process. This structured methodology doubles your innovation effectiveness. The FORTH process is applied both 'live' as online.

[www.forth-innovation.com](http://www.forth-innovation.com)

## About the book



Russian, Japanese, Chinese, Turkish, Italian and Dutch.

[www.amazon.com](http://www.amazon.com)

## About your Guides

### Gijs van Wulfen



Gijs van Wulfen is a worldwide authority in innovation. He is the founder of the FORTH innovation method. His 3rd book on innovation, 'The Innovation Maze', was crowned as Management Book of the Year 2017 in The Netherlands. As LinkedIn Influencer he has 330.000 followers. He travels all over the world as speaker on innovation and design thinking to inspire people in a practical way to be great innovators. Check out his latest book 'Inspiration for Innovation: 101 lessons for innovators'.

### Florian Hameister



Florian Hameister is an expert in the field of Online-Workshops. With his hands-on mentality he helps companies to be innovative again. He is a certified FORTH Innovation facilitator since 2016 and his passion and expertise is in the facilitation of online-workshops for innovation and project management.

# Registration Form

## Online FORTH Innovation Facilitator

### Online FORTH Innovation Facilitator course programme: dates & times (C.E.T.)

→ Before the start:  
Feb 12; 17.00 – 19.00  
informal introduction.

**1 Week 1:**  
Feb 16, 17.00 – 18.00;  
Feb 18, 17.00 – 20.00;  
Feb 19, 17.00 – 18.00.

**2 Week 2:**  
Feb 23, 17.00 – 18.00;  
Feb 25, 17.00 – 20.00;  
Feb 26, 17.00 – 18.00;

**3 Week 3:**  
Mar 2, 17.00 – 18.00;  
Mar 4, 17.00 – 20.00;  
Mar 5, 17.00 – 18.00;.

**4 Week 4:**  
Mar 9, 17.00 – 18.00;  
Mar 11, 17.00 – 20.00;  
Mar 12, 17.00 – 18.00.

**5 Week 5:**  
Mar 16, 17.00 – 18.00;  
Mar 18, 17.00 – 20.00;  
Mar 19, 17.00 – 18.00;

**6 Week 6:**  
Mar 23, 17.00 – 18.00;  
Mar 25, 17.00 – 20.00;  
Mar 26, 17.00 – 19.00; (2 hour closing session).

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.

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: \_\_\_\_\_

Describe your practical experience  
with innovation and your role: \_\_\_\_\_

\_\_\_\_\_

Describe your practical experience with online tools: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Training costs are € 2.750, - (excl. VAT). Your registration will be final when confirmed by Gijs van Wulfen and after you have paid the invoice send to you, before Feb 1, 2021.

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).

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Participant Signature

Date, Location