



Certified 'Live' FORTH Innovation Facilitator



by Gijs van Wulfen  
 LinkedIn Influencer &  
 TOP Innovation Expert

# Certified Live FORTH Innovation Facilitator

Lettele, The Netherlands, September 26 – October 01

This is an invitation to join a 6-day training (in English) in The Netherlands, April 11 – 16 2021, to become a certified 'live' 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.

## For whom is this training course?

We will train another small group of 6–10 innovation facilitators, in September 2021.

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 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. Since then FORTH has spread all over the world, with 250 certified innovation facilitators in The Netherlands, Belgium, Bulgaria, Canada, 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 its 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.



## What's the FORTH Training like?

The 6-day FORTH training is an intensive training in a group of 6–10 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 luxurious old Dutch farm in Lettele, on the countryside in The Netherlands.

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 **‘Live’ 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 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!



Our private conference farm ‘Spijkvoorde’, Lettele, The Netherlands

## About your Guide



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’.



## How do you register?

You find a registration form to join the training as appendix. The training starts Sunday **September 26, 2021 at 14.30** and will be finished **Friday October 1, 2021 at 14.00**. We will pick you up at Schiphol Amsterdam Airport on Sunday **September 26, at 12.00** and will get you there again on **October 01, at 16.00**. There is a maximum of 10 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

## 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.

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:

8. Sharing knowledge and experiences. With our facilitators we meet bi-annually in a 3-day FORTH master class, and we are daily on whatsapp where we share our FORTH experiences and share best practices.



## Investment

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).

Organising company:  
Van Wulfen Innovation IKE, Villa Anna,  
Kefalas, 73008 Chania, Greece.

Contact: +30-6985716289 or  
gjjs@forth-innovation.com  
www.gjjsvanwulfen.com  
www.forth-innovation.com (in English)

# Registration Form FORTH Innovation Facilitator Training, September 2021

Dates & times (CEST)



**Date:**

Sunday, September 26 2021 –  
Friday, October 01 2021



**Place:**

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

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.

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:** \_\_\_\_\_

**Numer 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 Friday September 17 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).

\_\_\_\_\_  
Participant Signature

\_\_\_\_\_  
Date, Location