

# Certification Facilitator Training FORTH Innovation Methodology

Cascina Caremma (near Milan), Italy, June 16-21, 2024

## The FORTH innovation method is a proven methodology worldwide

FORTH is a worldwide 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 twenty years ago. Since then FORTH has spread all over the world, with 250 certified innovation facilitators in The Netherlands, Belgium, Bulgaria, Canada, China, Costa Rica, 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 150 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.



## Both Online and In-person

Before COVID19, FORTH was applied mostly by facilitating an innovation team in 'live' workshops. Of course, in COVID lockdown we rethought the methodology and took it online in 23 shorter workshops in a shorter period, which also delivered great results. At this moment FORTH is being applied in three ways: in-person, online and in a hybrid way, combining the effectiveness of in-person workshops with the efficiency of online working. In this course you will learn the methodology the hybrid way, facilitating in-person workshops with the participants working on the digital MIRO FORTH platform.

## BOOKS FOR THE FORTH 2024 TRAINING



**PROVIDING INSIGHTS ON YOUR JOURNEY  
HOW TO BECOME AN AMAZING FORTH  
INNOVATION FACILITATOR.**

We have written a book specially for online innovation facilitators, which will be part of our course, as you also will learn how to facilitate the FORTH innovation method online and in a hybrid way.

## For whom is this training course?

We will train another small group of maximum twelve innovation facilitators, June 2024. 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 - consultant.
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.
6. (Want to) Master online whiteboard tools like Miro or Mural.

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 maximum twelve 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 the historical Italian biological farm Cascina Caremma, on the countryside in Besate, 30 minutes south of Milan in Italy. We made a special package for all participants including accommodation, coffees and food.



# Cascina Caremma



## 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 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.

**Ps. There are no fixed fees or royalty fees involved in implementing FORTH. As FORTHers we are part of an active community of innovators, supported by the FORTH Innovation Institute!**

## What are your take-aways?

As FORTH facilitator you have the following ten benefits:

1. An intensive 6-day training. You will participate in a practical and intensive training for 6 days in Italy, where you will practise the FORTH process, yourself.
2. An evidence-based effective innovation method (without royalties or fees). The methodology has proved itself in practice in medium and large organizations across Europe, Russia, Africa, Japan, Australia, and North and South America. The methodology was scientifically researched.
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 consultant: 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 access to a FORTH innovation facilitator digital toolbox. It is in English, German, Brazilian, Japanese and Dutch.
8. Two wonderful designed state-of-the art innovation books: The Innovation Expedition and Online Innovation.
9. A boost of your facilitation skills. You will learn how to facilitate a group in-person, online and in a hybrid way, which will be a boost to your personal skills.
10. Sharing knowledge and experiences. With our facilitators we meet bi-annually in a 3-day FORTH master class, and we share our FORTH experiences and best practices in our FORTH innovation community.

## Your Trainers



### Gijs van Wulfen

The founder of the FORTH methodology, Gijs van Wulfen, is a worldwide authority in design thinking, entrepreneurship and innovation. He will train you himself, together with Florian. 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 300.000+ followers. He travels all over the world as speaker on innovation and design thinking to inspire people in a practical way on their journeys to becoming amazing 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. 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.



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

The training fee is € 3.700,- (excluding VAT) for the 6-day training in Italy. I have made a group arrangement for food, coffees and accommodation in the historical Italian biological farm Cascina Caremma, which will cost you an additional € 1.200,- (excluding VAT). The total costs amount to € 4.900,- (excluding VAT).

## Preparation

As soon as you register you will receive by email the books 'The Innovation Expedition' and 'Online Innovation' as pdf. You are expected to have read them before the start of the training, as you will start right away facilitating the methodology yourself.

There are two online meetings the week before we start. Monday June 10 from 17.00 – 18.30 CET there is an introduction meet&greet with the trainers and the participants. Thursday June 13 from 17.00 – 20.00 there is a basic course by Florian in mastering the online MIRO platform for those of you who are not skilled in it yet.

## How do you register?

You find a registration form to join the training as appendix. The training starts Sunday June 16, 2024 at 13.00 and will be finished Friday June 21 at 12.00. We have twelve training spots available. Acceptance will be in chronological order of registration and is only definitive, once the payment is received.

Looking forward meeting you!

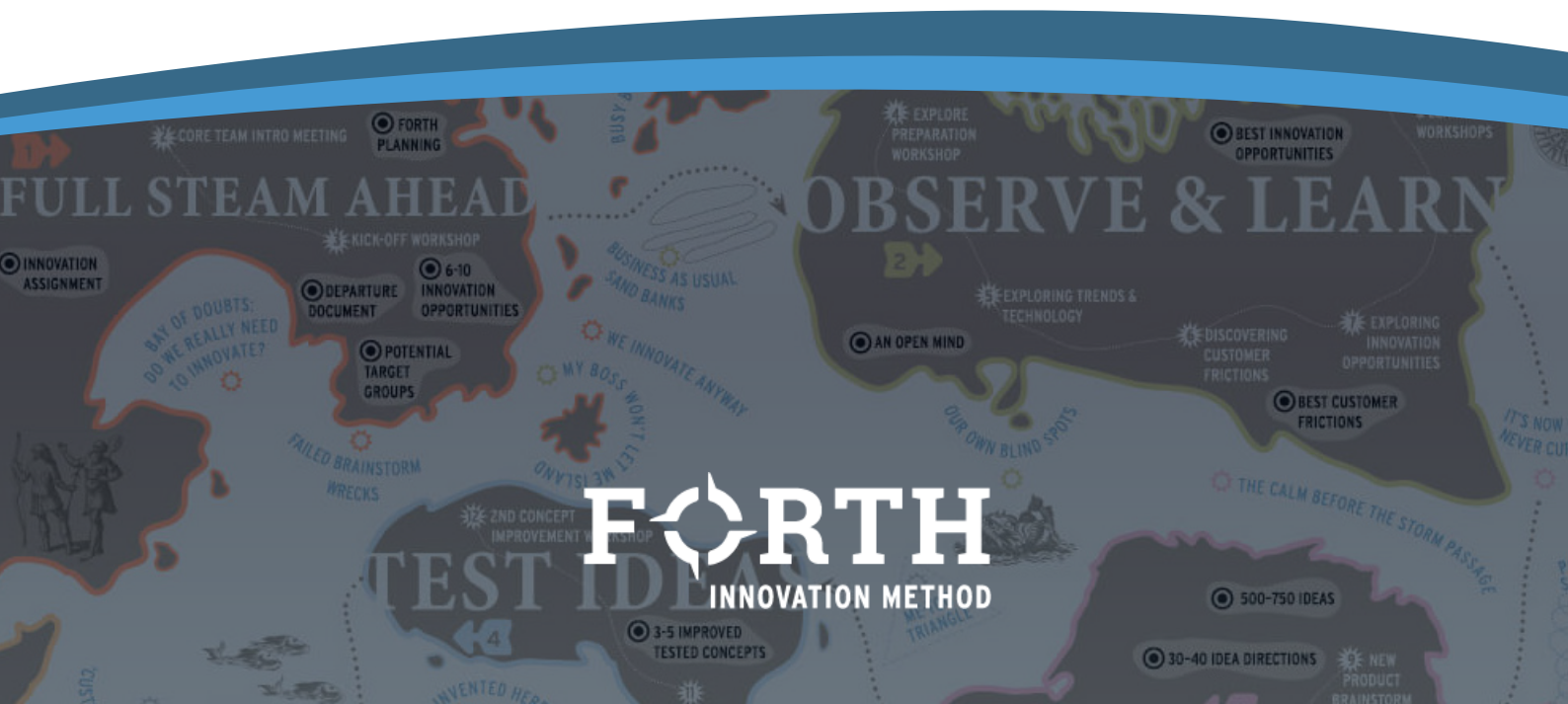
Gijs van Wulfen,  
founder of the FORTH Innovation Method

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

Contact: +30-6985716289  
or [gijs@forth-innovation.com](mailto:gijs@forth-innovation.com)

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

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



# Registration Form

## FORTH Innovation Facilitator Training June 2024



Date: **Sunday June 16, 2024 13.00 – June 21, 2024 12.00.**

PLACE: Cascina Caremma, Via Cascina Caremma 2 – 20080 Besate (MI), Italy

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 € 3.700, - + € 1.200 (coffees, food and hotel rooms for 5 nights) (excl.VAT).  
Your registration will be final when confirmed by Gijs van Wulfen and after you have paid the  
invoice send to you, before June 9, 2024.

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 two weeks prior to commencement of the course will be subjected to the full course fee.