

Certification Facilitator Training

FORTH Innovation Methodology

Cascina Caremma (near Milan), Italy ,June 8-13, 2025

This is an invitation to join a 6-day live training (in English) in Italy near Milan, June 8-13, 2025, to become a certified skilled 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.

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, Iceland, 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 stagegate innovation process. And above all, you're creating a culture for innovation too.

Both Online and In-person

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 2025 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 live, in a hybrid way.



For whom is this training course?

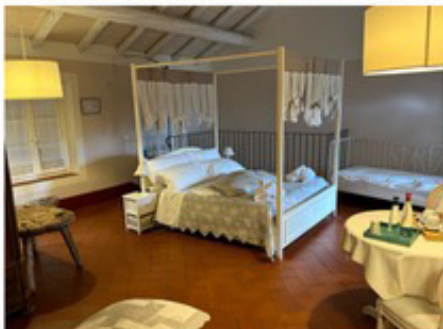
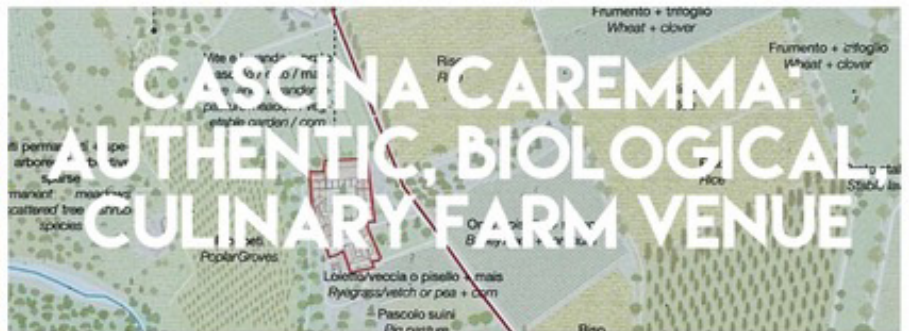
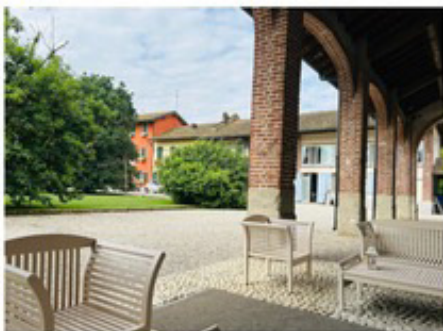
We will train another small group of around ten innovation facilitators, June 8-13, 2025. There will be a good match between you and the FORTH methodology if you:

1. Are passionate about innovation.
2. Want to boost your (soft) skills in your career as innovation expert, - project manager or - consultant.
3. Are looking for a proven effective method to start innovation.
4. Want both to learn practical innovation experience and facilitation skills.
5. Want to stretch your comfort zone.
6. Want to learn and work live with online whiteboard tools like Miro.

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 live-training in a group of around ten people from all over the world in Italy. You will learn essential tools HOW to start innovation effectively. You will learn these 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 – 19.30, followed by a joint dinner at 20.30. Like last year in 2024, we have chosen as venue Cascina Caremma. It's an authentic biological culinary farm on the countryside in Besate, 30 minutes south of Milan in Italy. We made a special 'culinary package-deal' for all participants including accommodation, culinary warm lunches and dinners. Also, water, wine and coffees at lunch and dinner are included in the training price.



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 get certified as an accredited FORTH innovation facilitator.

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

Ps. A wonderful culinary journey awaits you too during our 6-day training.



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 live-training for six 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 organisations across Europe, Russia, Africa, Japan, Australia, and North and South America. The methodology is scientifically researched and proven.
3. As internal facilitator: better internal support. You will generate great internal support during the next steps of your innovation delivery process.
4. As consultant: a better rate. Because you are 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 on learnworlds.com in English for both the live and online FORTH process.
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. 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 leading 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 culinary group arrangement including all breakfasts, lunches, dinners (including water, wine and coffees) and accommodation in Cascina Caremma, which will cost you an additional € 1.250,- (excluding VAT). The total costs therefore amount to € 4.950,- all-inclusive (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 is an introduction meet & greet with the trainers and your co-participants Thursday June 5 from 18.00 – 20.00, including 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 8 2025, at 13.00, and will be finished Friday June 13 at 13.00. We have around ten training seats available. Acceptance will be in chronological order of registration and is definitive, once you have sent the registration form.

Looking forward training you!

Gijs van Wulfen,
founder of the FORTH Innovation Method

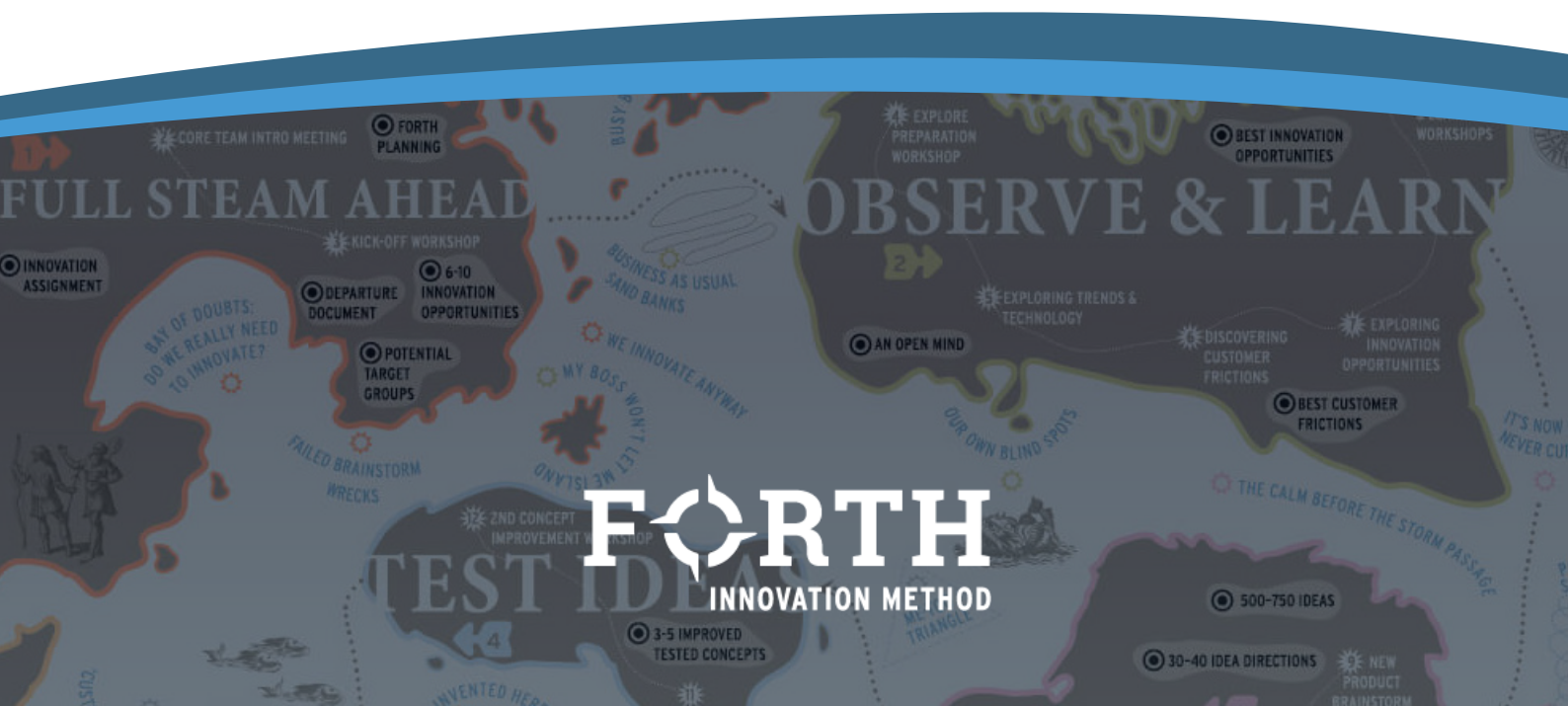
Van Wulfen Innovation IKE, Villa Anna, Kefalas,
73008 Chania, Greece.

Contact: +30-6985716289
or gijs@forth-innovation.com

VAT EL 801083095.

www.gijsvanwulfen.com

www.forth-innovation.com



Registration Form

FORTH Innovation Facilitator Training June 2025



Date: **Sunday June 8, 13.00 – June 13, 13.00.**

PLACE: Cascina Caremma, Via Cascina Caremma 2, 20080 BESATE, Italy

Name participant:

Role/function:

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

Official Company name (matching the VAT number):

Street:

ZIP Code:

City:

Country:

Mobile phone:

Email:

Describe your practical experience with innovation and your role:

Training costs are € 3.700, - + € 1.250 (breakfast, lunches, dinners including water, coffee and wine and hotel rooms for 5 nights) (excl. VAT). Your registration is final when you register with this form.

Participant Signature

Date, Location

Please sign and return a picture or pdf to: FORTH Innovation Method, Van Wulfen Innovation
IKE, Villa Anna, Kefalas 73008, Crete, Greece, or Email gijs@forth-innovation.com

Terms and conditions: Book your flights flexible, as we reserve the right to reschedule or cancel the training due to unforeseen circumstances until two weeks before the official start. 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 cancellation from you within two weeks prior to commencement of the course, after may 25th will be subjected to the full accommodation fee of € 1.250,-.