Innovation Masterclass 2017

HOW TO START INNOVATION EFFECTIVELY
LED BY GIJS VAN WULFEN

10th & 11th October 2017 | Amsterdam Airport

12 key take-aways

I. How to structure the chaotic start of innovation?
II. How to draft an innovation assignment?
III. How to identify customer needs?
IV. How to brainstorm new ideas effectively?
V. How to combine “inside the box” and “outside the box”?
VI. How to make a business case for new concepts?
VII. How to get internal support for innovation?
VIII. How to start a culture for innovation?
IX. How to pick the right moment?
X. How to pick the right team?
XI. How to manage expectations of top management?
XII. How to increase your innovation success ratio?

Offered for the first time as a public course, join Gijs van Wulfen for two interactive days where you will learn the FORTH innovation method for business case creation.

The FORTH innovation methodology doubles the effectiveness of your innovation process. Recent 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.

In an interactive way, innovation authority Gijs van Wulfen shares his inspiring and practical insights from his bestseller 'The Innovation Expedition' on an effective start of innovation. He will cover subjects like: the right moment for innovation, your innovation focus, identifying customers’ frictions, the secrets of ideation and essential elements in a business case for new concepts. The workshop will be facilitated with a lot of practical exercises.
Innovation Masterclass 2017

Why this workshop is important to you

Everyone attending this workshop will walk away with the skills, tools and templates to start using Gijs’s processes immediately.

You will have the skills to write innovation assignments, identify customer needs, run effective brainstorming and create effective business cases for your best ideas.

In addition, you will gain the expertise and insight to navigate the murky waters of stakeholder and senior management buy-in at your organisation.

We encourage you to bring your own innovation challenges and to work with non-competing colleagues to deliver tangible, usable business cases for your organisation at the end of this course.

Finally, every attendee will receive a free copy of Gijs’s book “The Innovation Expedition”

Testimonials

“FORTH is one of the best and straightforward methods for helping move through the fuzzy front end of discovery.”
3M, Mrs. Del Langer-Anderson, New Product Development

“I was fortunate to witness many of the sessions that eventually lead to 5 mini-business cases and 3 ideas that we are moving forward with immediately.”
Averda (Dubai; waste management services on 3 continents), Mr. Malek Sukkar, CEO

“It was a very exciting journey and exactly in time, 4 mini new business cases were presented by the team. A great achievement.”
Eska, (The Netherlands; card board market leader). Mr. Kees van Zijderveld, CEO

“He creates an innovative mind-set for the audience”
AIRBUS GROUP, Anne-Laure Pardijon,, France, 2015

“Entertaining, very inspiring and insightful”
Innowiz, Dries Laperre, Organiser, Belgium, 2015

Day One

• Struggles at the Front End of Innovation
• 10 insights to be a more effective Innovator
• Workshop “How to draft an innovation assignment”
• The FORTH innovation methodology
• Workshop “How to identify customer needs”?
• FORTH cases in practice in 50 pictures
• Key take-aways day one

Day Two

• Essential rules for effective brainstorming
• Workshop “How to do effective brainstorming”?
• Essential rules to make an effective business case
• Workshop “How to make an effective business case”?
• FORTH methodology and take-aways day two
Masterclass Leader

Gijs van Wulfen

Globally recognised authority on innovation. Founder of FORTH innovation method. Influencer

Influencer with 300,000 followers on LinkedIn alone. Author of the innovation bestseller “The Innovation Expedition” and “The Innovation Maze.”

Founder of the award-winning FORTH innovation method – a proven step-by-step process to unleash innovation across all dimensions of your business.

Innovation advisor to Fortune 500 companies such as 3M, AIRBUS and Bilfinger.

Gijs teaches managers at all levels of the organisation how to systematically produce innovative ideas. Thanks to his methodology, managers are able to think creatively in every situation, a skill that creates entire cultures of innovation at companies. Gijs is an illustrative storyteller with an articulate informal style which is full of insight, humour, and entertainment.

Event Host

About The Moon on a Stick ltd

We are a company based in the UK, and have been born out of the re-branding of Pure Insight. Our main focus is on working with global organisations to help them embed a sustainable Front End Innovation process into their organisation, allowing them to identify the trends that will affect their businesses in the future and working out scenarios that may occur from those trends and create advantageous opportunity spaces for them to exploit. To date we have taught over 60 companies and in excess of 600 practitioners our easy to follow processes.

As a business we have in excess of 50 years experience in the innovation spaces with companies such as Marks and Spencer, Unilever, Mars. Ford, CPL and Boots Healthcare International.

For more information on what we do, and how we could help you, have a conversation with us by calling +44 (0)7535 669017 or writing to sean@the-moon-on-a-stick.com.

The Venue

Park Inn by Radisson Amsterdam Airport

Whether you are travelling for business or pleasure, you will find this hotel convenient because of its location in the heart of the Netherlands. Travel from Amsterdam Airport to the hotel, which is in the Schiphol-Rijk business park, by using the free shuttle service. Stay in one of the 150 modern rooms, each with Free Wireless High-speed Internet, individual

FORTH Innovation Method
climate control and plenty of natural light. Find your favourite comfort food at the trendsetting Live Inn Room, which includes a restaurant that serves classic European and American cuisine along with a comfortable lounge that serves coffee and a relaxing bar to help you unwind at the end of the day with a drink and snack.

T: +31 (0) 20 700 3800

We do not hold rooms for delegates as we have found that better rates can be obtained from the hotel booking sites, such as Trivago.

**Course Fee**

The cost of this 2 day course is £1,499, which will include attendance at all plenary sessions and all course materials. It does not include the cost of travel or accommodation.

**How to make a booking**

On line at [https://goo.gl/z4vPWT](https://goo.gl/z4vPWT)

By telephoning Sean Warren on +44 (0)7535 669017

By e-mail to sean@innovation-masterclass.com

**Terms and Conditions**

**Payment**

Payments must be made before the event takes place. The Moon on a Stick (MOAS) reserves the right to deny access without payment. Any discounts offered are under the understanding that payment will be made under MOAS, which are 15 days from date of invoice. If payment is not received within this time, a new invoice, at the full price will be issued.

**Cancellation Policy**

Subject to the conditions below, delegates are entitled to a full refund (less administration fee of £75) up to 28 days from the original date of registration. No refunds can be made for cancellations received after this date or for delegates who fail to attend the event. Substitutions are however welcome. In the case of substitutions not being possible, MOAS will offer a credit note, which can be redeemed against future MOAS events for a period of 12 months from the date of cancellation. Where bookings are made less than 28 days prior to the class, only credit notes will be offered should delegates wish to cancel, or not be able to attend.

**Cancellation of the Event**

In the unlikely scenario of the event being cancelled, either through force majeure or for any other reason, the liability of MOAS will be limited to the full return of the registration fee. No other claims against MOAS will be considered.

**VAT**

Under EU Council Directive 2006/112/EC MOAS will only charge VAT on events held within the UK

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