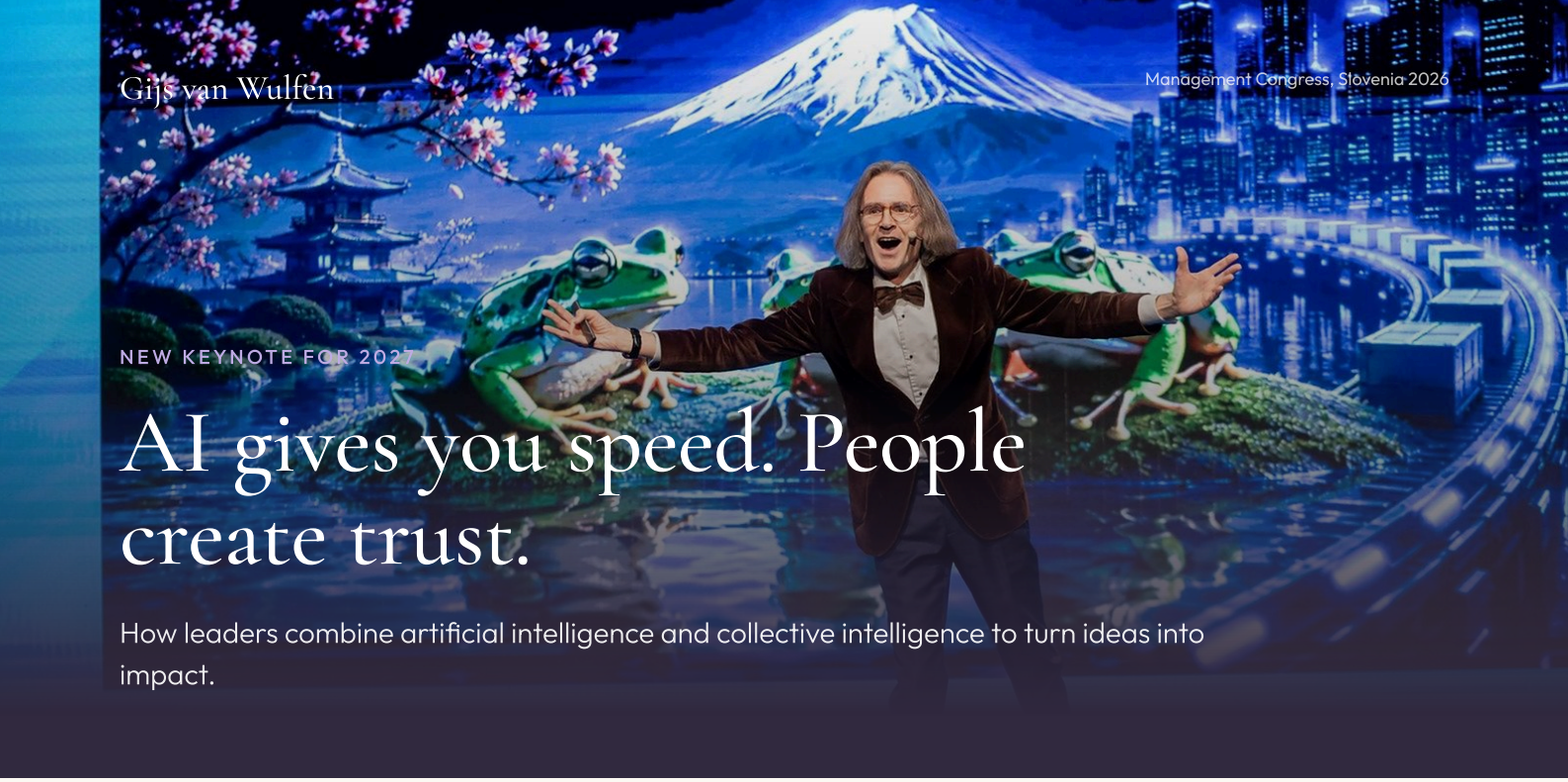


NEW KEYNOTE FOR 2027

AI gives you speed. People create trust.

How leaders combine artificial intelligence and collective intelligence to turn ideas into impact.

What is this keynote about?

AI can analyse thousands of customer comments, generate ideas, create prototypes and develop business cases in a fraction of the time. But faster ideas do not automatically become successful innovations.

AI cannot create belief among decision-makers or make people feel ownership of a new direction. In this provocative and practical keynote Gijs van Wulfen shows leaders how to combine the power of AI with the collective intelligence of customers, employees, experts and decision-makers. He introduces the seven forms of Innovation Trust that move organisations from exciting possibilities to supported decisions and successful implementation.

What your audience will learn

- Distinguish innovation speed from innovation effectiveness
- Avoid brilliant AI-generated solutions that nobody feels responsible for
- Involve people without slowing innovation unnecessarily
- Combine artificial intelligence with collective intelligence
- Use AI as a powerful co-pilot throughout the innovation journey
- Build strategic, customer, internal, creative, market, decision-maker and implementation trust
- Turn AI-generated possibilities into shared ownership and management commitment
- Move from faster ideas to meaningful impact

The leadership principle they leave with: AI should accelerate the innovation journey, not eliminate the human experiences that create trust.

For your event

Keynote	30 or 45 min
Delivery	Live
Language	English or Dutch
Tailoring	To your organisation
Add-on	Interactive workshop

New

for 2027. Can be combined with a 2 to 4 hour workshop.

THE CENTRAL MESSAGE

> “AI can help create an innovation. The human journey creates the trust to implement it.”

Gijs van Wulfen

Gijs van Wulfen
Keynote speaker on innovation · creator of the FORTH method

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Check availability