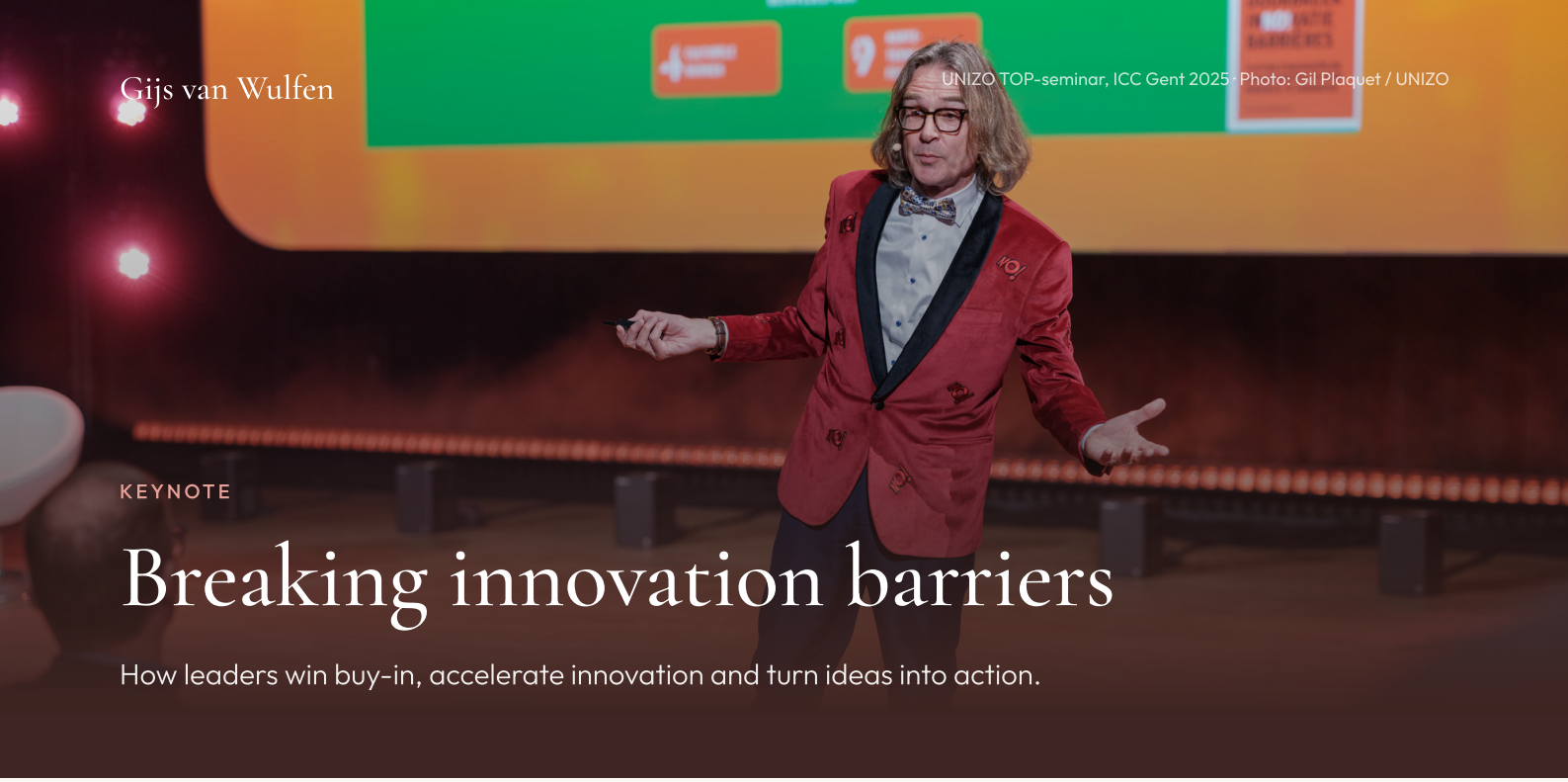

Gijs van Wulfen

UNIZO TOP-seminar, ICC Gent 2025 · Photo: Gil Plaquet / UNIZO

KEYNOTE

Breaking innovation barriers

How leaders win buy-in, accelerate innovation and turn ideas into action.

What is this keynote about?

Innovation rarely fails because the idea is bad. It stalls on organisational resistance, competing priorities, internal politics and weak management support. The real barrier is buy-in, not creativity.

In this keynote Gijs van Wulfen shows leaders how to build support among decision-makers, align stakeholders and turn ideas into business impact. It is based on his book Breaking Innovation Barriers, with fifteen strategies to overcome resistance and speed up implementation.

What your audience will learn

- **Gain management support**
- **Overcome organisational resistance**
- **Create momentum for change**
- **Build commitment across stakeholders**
- **Turn ideas into action**
- **Accelerate implementation**

Based on his book Breaking Innovation Barriers (BIS Publishers, 2024): fifteen strategies to win management buy-in for change.

For your event

Keynote	**30 to 60 min**
Delivery	**Live**
Language	**English or Dutch**
Tailoring	**To your organisation**
Add-on	**Interactive workshop**

6 times

this keynote was given since 2024, in Italy, Japan, the Netherlands, Norway and Belgium.

THE LARGEST ROOM SO FAR

> 900 entrepreneurs at the UNIZO TOP-seminar in Ghent heard how to break innovation barriers.

UNIZO TOP-seminar, ICC Gent, 3 December 2025

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

Check availability