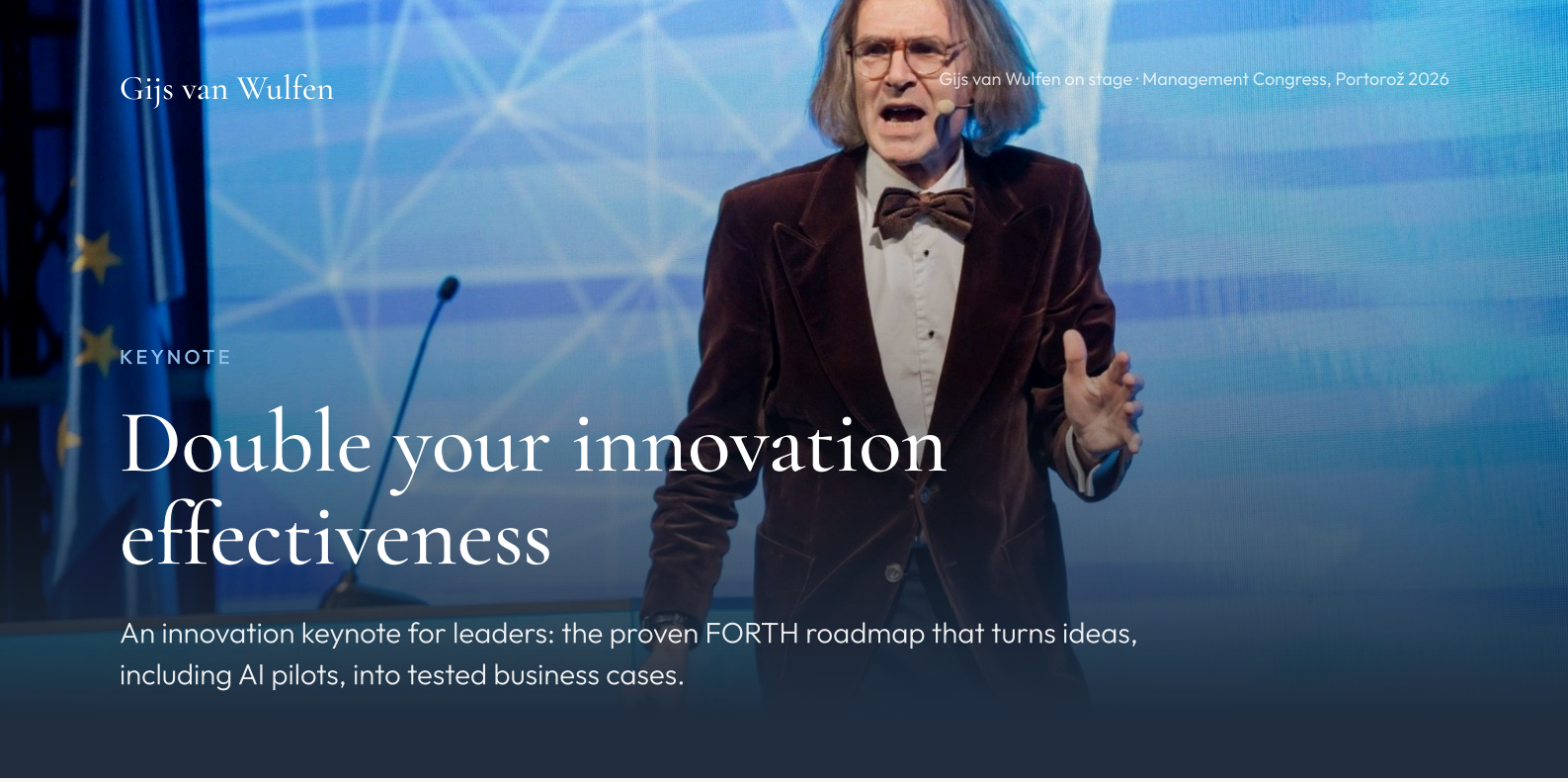

Gijs van Wulfen on stage · Management Congress, Portorož 2026

KEYNOTE

Double your innovation effectiveness

An innovation keynote for leaders: the proven FORTH roadmap that turns ideas, including AI pilots, into tested business cases.

What is this keynote about?

In the age of AI, organisations run more ideas and pilots than ever. Yet few become successful products, services or business models. The cause is rarely a lack of creativity. It is unfocused effort, unclear customer needs, siloed teams and slow decisions.

In this keynote Gijs van Wulfen shows how leaders fix that with FORTH, the innovation method he created. It combines design thinking with business thinking. Cross-functional teams find opportunities, test concepts with real customers and return with business cases leadership can decide on.

What your audience will learn

Understand what customers truly value
Start from real customer frustrations, not internal opinions.

Turn ideas into tested business cases
Turn promising ideas into tested concepts and viable business cases.

Align people around one challenge
Align people from different functions around one shared challenge.

Backed by research: FORTH can double innovation output compared with Stage-Gate (Prof. Dr Herman van den Bosch, Open University of the Netherlands, 2015, ten organisations).

For your event

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

10 times

this keynote was given since 2025, in Saudi Arabia, Slovenia, Germany, the Netherlands and Norway.

THE ORGANISER'S VERDICT

> "Your message about moving from 'innowaitors' to innovators resonated extremely well with our audience."

Petra Juvančič, Executive Director, Managers' Association of Slovenia · Management Congress, Portorož 2026

gijsvanwulfen.com/double-innovation-effectiveness
gijs@gijsvanwulfen.com

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

Check availability