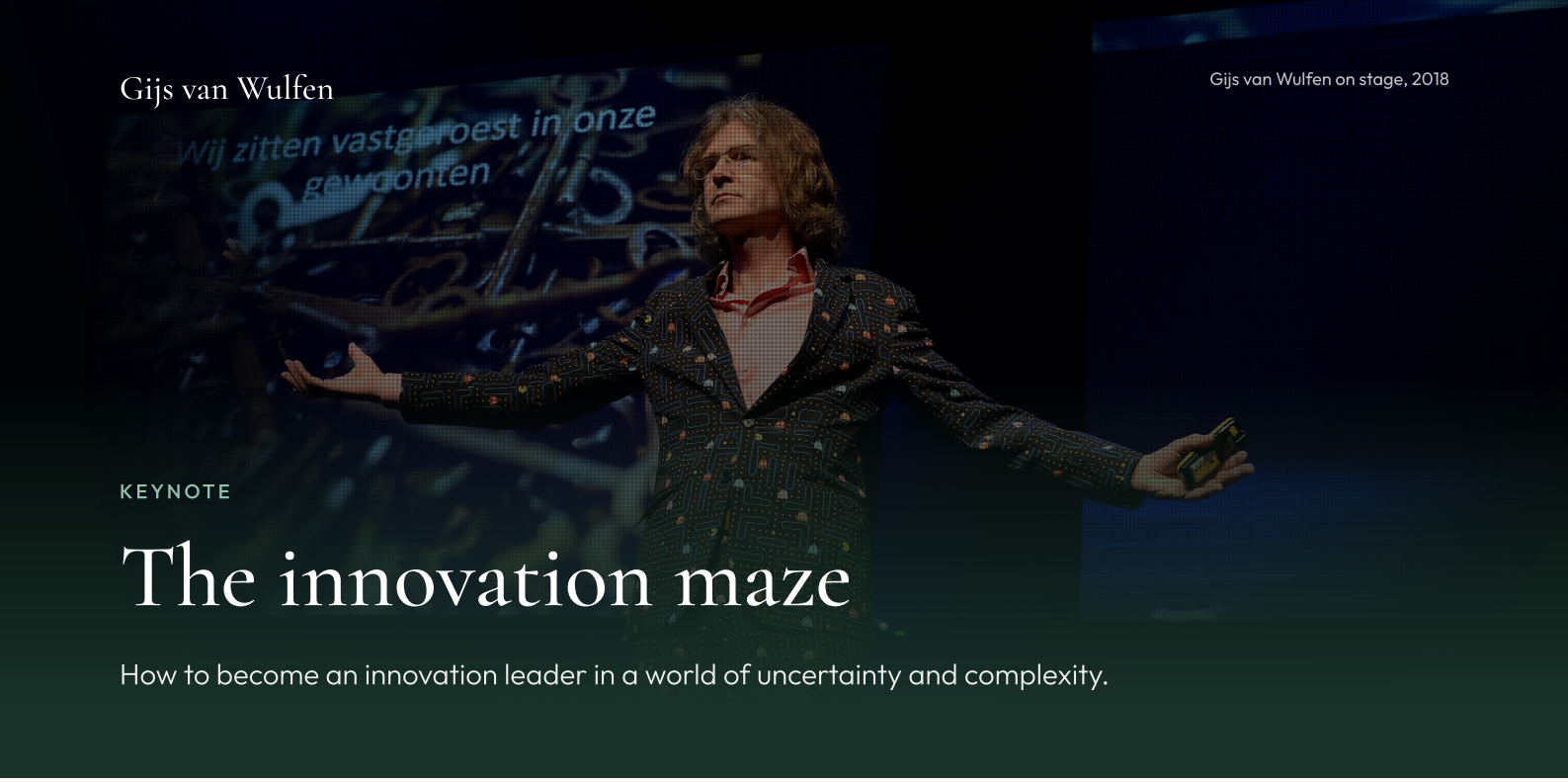
Gijs van Wulfen



Gijs van Wulfen on stage, 2018

KEYNOTE

The innovation maze

How to become an innovation leader in a world of uncertainty and complexity.

What is this keynote about?

Leaders face fast technological change, shifting customer expectations, economic uncertainty and growing complexity. The challenge is rarely a lack of ideas. It is choosing which opportunities to pursue, which route to take, and how to decide when the outcome is unclear.

In this keynote Gijs van Wulfen gives leaders a framework from his book The Innovation Maze to avoid common dead ends, spot promising opportunities and choose the route that fits their challenge.

What your audience will learn

- **Navigate complexity and make better decisions**
- **Find direction under uncertainty**
- **Spot opportunities others miss**
- **Lead teams through ambiguity and change**
- **Avoid common innovation dead ends**
- **Create clarity, focus and forward momentum**

Based on his book The Innovation Maze (BIS Publishers, 2016), Management Book of the Year 2017 in the Netherlands.

For your event

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

7 times

this keynote was given since 2016, in the Netherlands and online in Japan. Largest room: ABAB Group, Tilburg, 500+ professionals.

IN THE ROOM

> "What an inspiring and interactive seminar on innovation!"

Members of ISA Group, after The Innovation Maze · translated from Dutch

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

gijsvanwulfen.com/the-innovation-maze
gijs@gijsvanwulfen.com

Check availability