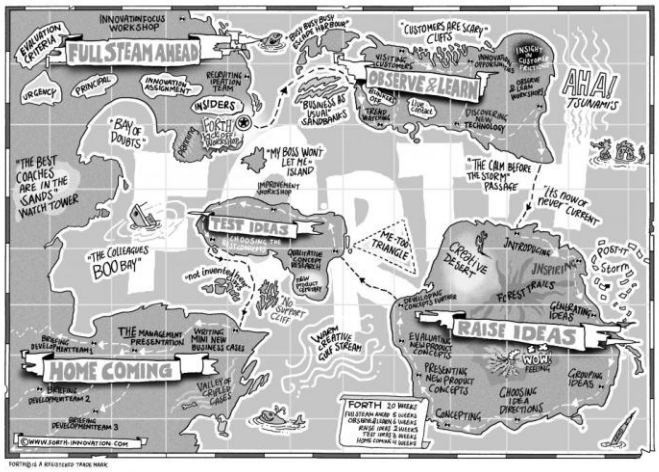
Outline ISPIM 2012, Barcelona Workshop (90 minutes)

'Creating Innovative Concepts with the FORTH innovation method'

Workshop facilitator: Gijs van Wulfen (Dutch; 1960), Founder FORTH innovation method.

The goal: The goal of the workshop is to get a deep insight in the FORTH innovation method by means of the real life case of creating successfully new services for Sanoma Publishers and by practising the FORTH method actively yourself.

The method:



The FORTH innovation method to generate innovative products, services and business models is a structured innovation approach in five steps: Full Steam Ahead, Observe & learn, Raise Ideas, Test Ideas and Homecoming.

The case: Sanoma Media is the largest media company in The Netherlands with magazines, TV stations, custom media, events, websites, mobile sites and apps. The volume of magazine subscriptions is going down permanently. For the two biggest magazines of Sanoma (Libelle and Margriet) an innovation project was started to stretch these magazine brands to innovative non media concepts with a turnover goal of more than € 25 million. Sanoma made use of the FORTH innovation method in 2009. As outcome of the FORTH method two concepts have been introduced on the market successfully in 2010 and 2011: Libelle Academy and Work4Women.

The workshop programme*:*

- Short introduction of the FORTH Innovation method.
- Step 1: Full Steam Ahead: the assignment.
- Step 2: Observe & Learn: **exercise:** Identifying customer frictions.
- Step 3: Raise Ideas: **exercise:** Raising ideas to solve the customer Frictions.
- Step 4: test Ideas: customer feedback.
- Step 5: Homecoming: mini new business cases.
- Evaluating the method: pro's and con's.

Five take-aways for the participants:

1. How to structure the front end of innovation.
2. How to connect business reality with creative thinking.
3. How to identify customer frictions in a practical way.
4. How to get relevant innovative ideas.
5. How to get internal support for innovative ideas.