



The Innovation Expedition: A Visual Toolkit to Start Innovation

By Gijs van Wulfen

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The Innovation Expedition does for innovation what Alexander Osterwalder's mega bestseller *Business Model Generation* did for business modeling: it makes a complicated business subject very accessible by telling the story in a visual way and by presenting a method that is tested and works!

Gijs van Wulfen was chosen by LinkedIn as one of their first 150 Influencers and was listed on the International Top 40 Innovation Bloggers of 2013.

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Editorial Review

From the Author

Innovation is highly relevant to every organization. Yet, eighty percent of innovation projects never reach the market. Many have a false start. The Innovation Expedition is written to inspire you with practical tools on HOW to start innovation effectively. This book is intended for innovators: managers, consultants, entrepreneurs and organization leaders. The process of innovation is highly relevant in their professional capacity; and it is a process that many struggle to master.

"What is the right moment?" "How do I discover what customers want?" "How do I get breakthrough ideas?" "How do I get internal support?"

This book takes an original approach to show how *you* can innovate the expedition way! It draws parallels between mankind's greatest explorations in history and modern-day innovation. How Columbus discovered America; how Hillary reached the summit of Everest; and how Neil Armstrong got to be the first man on the Moon. Their remarkable stories of exploration and how they overcame unexpected setbacks will inspire you to approach innovation with a new mindset.

The Innovation Expedition is a visual toolkit for a successful start to innovation. It is 240 pages packed with accounts of historic explorations, quotes, charts, cases, checklists, formats and innovation maps. The fundamental parallels that can be drawn between historic voyages of discovery and innovation today are that: the process takes time; it's full of risks; and there will be unexpected setbacks. The book is full of practical and visual tools. And with its unusual design, The Innovation Expedition is a unique, hands-on voyage of discovery in itself.

One important lesson that you should take from this toolkit is: "You cannot innovate alone." Likewise, The Innovation Expedition could not be written alone and without support at each stage of development. First of all, I'd like to thank all the users, facilitators and fans of the FORTH innovation method. Their on-going support and practical feedback are what make FORTH a dynamic innovation expedition, which continues to innovate itself year after year. Next, there are a few people I'd like to thank specifically: Christine Boekholt for her excellent advice on textual content, designer Frederik de Wal for co-creating this book in a wonderful style and publisher Rudolf van Wezel for his support making The Innovation Expedition a reality. Finally, I am grateful for the internal support of my loving family. This undertaking could not have been accomplished without their boundless patience and encouragement.

Gijs van Wulfen

From the Back Cover

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Innovate the expedition way!

About the Author

Gijs van Wulfen is an international acclaimed innovation specialist, author, speaker and blogger. He is founder and facilitator of the FORTH innovation method: a structured effective way to ideate new products, services and business models. (forth-innovation.com).

Gijs is a both presenter and chairman at several (international) innovation conferences, like the ISPIM Conferences and the European Conference on Creativity and Innovation.

He was chosen by LinkedIn as one of their first 150 Influencers and he is number 3 on the International top 40 Innovation Bloggers of 2013.

Users Review

From reader reviews:

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