

# 3M Consumer Health Care Division

March 18, 2015

To Whom It May Concern,

3M recently had the privilege of hiring Gijs van Wulfen to present a 90 minute lecture on the topic of "How to start Innovation". Gijs was an informed and engaging speaker. His story telling style built an immediate friendly relationship with the audience and his straight forward analysis of how 3M could do a better job at innovation was refreshing for the audience. His knowledge and experience on the subject of starting large new projects inside a corporate structure was evident. At times he referenced his book The Innovation Expedition but at no time during the talk did it feel like we were getting a pushy sales pitch for a product (his book) or his service (training in the FORTH methodology). Over 300 people from across 3M attended his talk and we have received nothing but positive feedback and requests for access to the recording of the lecture. Please allow me to share some direct feedback from people who attended the talk.

- "Watched this webstream this morning "The Innovation Expedition-FORTH method." It's worth the watch if you missed it. I found his Rule #2 "You can invent alone but you can't innovate alone" to be very true here at 3M."
- "Love the Q&A at the end discussing emotional vs. rational needs"
- "When the webstream becomes available I think you would like this presentation"
- "I liked how frank he was on many topics,"
- "Colorful, entertaining, practical, engaging and inspiring. Great Event"

I would recommend Gijs as a speaker for any company that is working to establish, improve or reignite an innovation culture. I personally found Gijs to be easy to work with and a pleasure to host.

Sincerely,



Delony Langer-Anderson Ph.D

Advanced New Product Development Specialist

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