



Núcleo Regional do Instituto Euvaldo Lodi – IEL/RS

October 08th, 2015

To whom it may concern:

On September 16th, Euvaldo Lodi Institute/IEL had the privilege to receive Gijs van Wulfen to present a 50 minute lecture on the topic “10 Insights to Innovate in a Crisis”, for the 3rd Innovation Forum. This Forum gathered more than 600 people around this theme.

Using a story telling style, Gijs created a friendly atmosphere with the audience, allowing his interaction with it. In his 10 insights about how innovate in a crisis, the speaker was provocative, encouraging the public to take the initiative for innovation in their companies and in their work environment. With a focus on people, Gijs demonstrated through his method - FORTH - how it possible to mobilize people and create a team for innovation, which by clear steps and deliveries, could reach breakthrough results, even in a time of crisis.

On September 17th, Gijs conducted a 4 hour workshop for partner companies. In this workshop, companies could learn a little bit more about the FORTH Innovation Method and created their innovation assignments. This was their first step on the method, the first step on the Innovation Expedition.

IEL certainly recommend Gijs van Wulfen as a speaker and as an expert on how to think about innovation in different scenarios. He also masters how to engage a team around an innovation project within all kinds of organizations. He is accessible and easy to work with. This was much appreciated by our team and it was pleasure to host him in Porto Alegre, Brazil.

---

**Thaise Graziadio**  
Operations Manager - IEL/RS