Innochat

Innovative pragmatism

Times shown in: Eastern Daylight Time and Coordinated Universal Time

Between 2016 Aug 25 11:45 and 2016 Aug 25 13:15
16 people sent 171 messages containing #innochat

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11:58:23 15:58:23	**John W Lewis** @JohnWLewis		Roll up! #innochat is about to start. We're getting pragmatic this week.
12:00:20 16:00:20	**John W Lewis** @JohnWLewis		Welcome to #innochat! Our topic is "Innovative pragmatism" https://t.co/WApOuk9Awc
12:01:55 16:01:55	**John W Lewis** @JohnWLewis		Here is the article that triggered the choice of this #innochat topic, thanks to @kkruse: https://t.co/CeioTNLsnx
12:02:55 16:02:55	**Adam Hansen** @adhansen		Hola. Estoy aqui para el chat "Generalisimo Franco para Siempre", no? #innochat
12:03:13 16:03:13	**John W Lewis** @JohnWLewis		In keeping with recent #innochat trends, the discussion is open this week (no questions). (The traffic lights are out!)
12:03:54 16:03:54	**John W Lewis** @JohnWLewis		Just reaching for the Translate menu item, Adam! #innochat https://t.co/satN7geNwA
12:04:47 16:04:47	**John W Lewis** @JohnWLewis		Hi @kimflum! Are you with us for #innochat?
12:04:56 16:04:56	**Derek Miers** @bpmfocus		#innochat Hi everyone
12:05:05 16:05:05	**Adam Hansen** @adhansen		Seriously, digging today's topic. Overly righteous stands on principle can get ridiculous. Pragmatism is refreshing. #innochat
12:05:49 16:05:49	**Ari Yares** @ariyares		Are we having a philosophical conversation about pragmatism? #innochat
12:05:50 16:05:50	**John W Lewis** @JohnWLewis		Hello Derek, @bpmfocus. This is the topic that I probably mentioned to you yesterday. #innochat
12:05:58 16:05:58	**kim flum** @kimflum		@JohnWLewis absolutely! #innochat is my fav chat of the week!
12:06:58 16:06:58	**Derek Miers** @bpmfocus		Pragmatism? Doesn't this just come down to challenging traditionally accepted attitudes? #innochat
12:07:07 16:07:07	**Adam Hansen** @adhansen		@ariyares Time to trot out William James and some Peirce! #innochat
12:07:11 16:07:11	**John W Lewis** @JohnWLewis		@ariyares Hello Ari. We might although was thinking more about its relevance to innovation! ;-) #innochat
12:07:20 16:07:20	**John W Lewis** @JohnWLewis		@kimflum Great! #innochat
12:08:29 16:08:29	**Derek Miers** @bpmfocus		#innochat As in the UK a few years back - "why do we have two postal deliveries?" The sond one was always junk anyway

12:08:46 16:08:46	**John W Lewis** @JohnWLewis	@bpmfocus Well, maybe. But Geoffrey Moore's famous "chasm" book labelled the "early majority" adopter category as "pragmatists" #innochat
12:09:24 16:09:24	**Brenda Young** @4byoung	RT @JohnWLewis: ... 1. An example where the bottleneck in innovation diffusion is at the pragmatic (not the visionary) stage. @kkruse @Renee_...
12:09:25 16:09:25	**Ari Yares** @ariyares	Maybe we should define our terms? What do we mean when we say pragmatism and are we differentiating it from practical? #innochat
12:09:33 16:09:33	**Adam Hansen** @adhansen	@JohnWLewis @kkruse The Intel/ARM article points out that an appropriate focus on the customer gets us to do weird things! #innochat
12:09:41 16:09:41	**John W Lewis** @JohnWLewis	Haha! Maybe the second one paid for the first one? ;-) #innochat https://t.co/mlkJbcyo5n
12:10:20 16:10:20	**Ken Gordon** @quickmuse	About time. #innochat Cheers, gents! https://t.co/1k1QiPsl7D
12:10:23 16:10:23	**Derek Miers** @bpmfocus	#innochat Yes - they were pragmatic in that followed the crowd; it was too risky to do otherwise (in their worldview)
12:10:36 16:10:36	**Dale Halvorson** @dshlvrsn	@bpmfocus #innochat ...because they fail to understand that the value part of innovation is found in the customer. #chidogu is the result
12:10:52 16:10:52	**Ari Yares** @ariyares	@quickmuse Knew that tweet would get a response out of you ;-) #innochat
12:11:07 16:11:07	**Brenda Young** @4byoung	RT @ariyares: Maybe we should define our terms? What do we mean when we say pragmatism and are we differentiating it from practical? #innoc...
12:11:25 16:11:25	**Brenda Young** @4byoung	RT @ariyares Maybe we shld define our terms? What do we mean when we say pragmatism and are we differentiating it from practical? #innochat
12:11:34 16:11:34	**John W Lewis** @JohnWLewis	@bpmfocus Ah, interesting: I'd put those who follow the crowd in the next category: "late majority" / "conservatives" #innochat
12:12:05 16:12:05	**alan** @shiny_penny	@bpmfocus #innochat sometimes following the crowd is good, sometimes bad.
12:12:07 16:12:07	**Ken Gordon** @quickmuse	.@ariyares Am I that easy to manipulate? Perhaps! #innochat #givemesomephilosophy
12:12:10 16:12:10	**Lina Roque** @linaroque	Hello #innochat! Lina tuning in from Boston!
12:12:13 16:12:13	**Adam Hansen** @adhansen	@quickmuse Abduction FTW! #innochat
12:12:35 16:12:35	**Brenda Young** @4byoung	RT @dshlvrsn @bpmfocus #innochat ...becaus they fail to understand that value part of innov is found in the customer. #chidogu is the result
12:13:01 16:13:01	**Derek Miers** @bpmfocus	#innochat Ref to the "Chasm" in the context of innovation is only relevant as a way of getting a new tech into the mkt
12:13:06 16:13:06	**Ari Yares** @ariyares	@shiny_penny @bpmfocus depends upon where the crowd is going #lemmings #innochat
12:13:30 16:13:30	**alan** @shiny_penny	@ariyares @bpmfocus #innochat and who's leading LOL
12:13:36 16:13:36	**John W Lewis** @JohnWLewis	@4byoung @ariyares imho, Something pragmatic is broadly something that works. #innochat
12:13:37 16:13:37	**Ken Gordon** @quickmuse	.@adhansen Keep that up & @RogerLMartin just might stroll into the conversation. Or I might paste this: https://t.co/2RCed8rVS0 #innochat
12:14:15 16:14:15	**Kristi Colvin** @KrisColvin	RT @quickmuse: .@adhansen Keep that up & @RogerLMartin just might stroll into the conversation. Or I might paste this: https://t.co/2RCed8rVS0
12:14:27 16:14:27	**John W Lewis** @JohnWLewis	@linaroque Hello again, Lina! Do you know @quickmuse? He's in your town. #innochat

12:14:31 16:14:31	**Derek Miers** @bpmfocus	#innochat whole point of the chasm methodology was to understand the thinking of customers - early adopter were folks who ...
12:15:01 16:15:01	**Ken Gordon** @quickmuse	.@ariyares If you have time, take a gander, Ari: https://t.co/kT2sPHq7M4 #innochat #williamjames
12:15:32 16:15:32	**John W Lewis** @JohnWLewis	@4byoung Hello Brenda! Thanks for your "likes"of those messages from Monday. #innochat
12:15:40 16:15:40	**Lina Roque** @linaroque	@JohnWLewis @quickmuse I don't, but I do now! Gave him a follow #innochat
12:15:48 16:15:48	**Derek Miers** @bpmfocus	#innochat ... could see how the innovation solved a problem for them and were prepared to put up with custom, poorly worked out product
12:16:04 16:16:04	**Brenda Young** @4byoung	RT @JohnWLewis @4byoung @ariyares imho, Something pragmatic is broadly something that works. #innochat
12:16:13 16:16:13	**Ken Gordon** @quickmuse	.@linaroque @JohnWLewis Greetings, Lina! #innochat
12:16:25 16:16:25	**Ari Yares** @ariyares	.@JohnWLewis @4byoung How is that different from being practical? #innochat
12:16:33 16:16:33	**Derek Miers** @bpmfocus	#innochat You need to understand the "Bowling Alley" as a way of getting a product into the mainstream
12:16:44 16:16:44	**John W Lewis** @JohnWLewis	Yes, @bpmfocus, exactly. #innochat https://t.co/bXoxlC5dU2
12:17:00 16:17:00	**Ari Yares** @ariyares	.@quickmuse Putting it on my Kindle for the train ride #innochat
12:17:02 16:17:02	**Brenda Young** @4byoung	RT @bpmfocus #innochat whole point of the chasm methodology was to understand the thinking of customers - early adopter were folks who ...
12:17:05 16:17:05	**Ken Gordon** @quickmuse	.@linaroque @JohnWLewis Followed you back! #innochat As Martin Buber says: "Relation is reciprocity,."
12:17:47 16:17:47	**Lina Roque** @linaroque	@bpmfocus sounds like that methodology requires an organization to be fairly agile #innochat
12:17:51 16:17:51	**Ken Gordon** @quickmuse	.@ariyares James is terrific. #innochat But what about Yares? What's your definition of pragmatism? Or... do we really need one? #
12:18:17 16:18:17	**Adam Hansen** @adhansen	@quickmuse @RogerLMartin Deeeep gasshos and prostrations, sensei. #innochat
12:18:22 16:18:22	**John W Lewis** @JohnWLewis	@ariyares @4byoung Well (at risk of "descending" into a #semanichat ;-)) "practical" is in the practical domain vs. theoretical. #innochat
12:19:29 16:19:29	**Ken Gordon** @quickmuse	.@adhansen @RogerLMartin I have insufficient reserves of common sense to be called sensei, but I appreciate the gestures... #innochat
12:20:29 16:20:29	**John W Lewis** @JohnWLewis	The interesting thing about the ARM/Intel example is that relative merits of products and strengths of vendors is settling down. #innochat
12:20:35 16:20:35	**Brenda Young** @4byoung	@ariyares @JohnWLewis Pragmatic aligns w/ problem solving - Practical is more related to immediate need, i.e., saving costs #innochat
12:20:43 16:20:43	**Adam Hansen** @adhansen	@quickmuse @ariyares Great breakdown of what all these cats were up to here - https://t.co/TVsVySANir Louis Menand knows whaddup. #innochat
12:20:50 16:20:50	**Derek Miers** @bpmfocus	@linaroque #innochat A deeper discussion of Chasm Methodology is probly beyond this medium - it's not about agility, it's laser focus
12:22:13 16:22:13	**Lina Roque** @linaroque	@bpmfocus i see. im learning something here at #innochat!
12:22:15 16:22:15	**Ari Yares** @ariyares	@quickmuse .@quickmuse pragmatic might be the most direct solution dealing the most immediate concerns #innochat

| 12:22:17 | **Derek Miers** | @shiny_penny @ariyares Who needs leaders - we've got a wild west to |
| 16:22:17 | @bpmfocus | conquer #innochat |

| 12:22:25 | **Ken Gordon** | RT @adhansen: @quickmuse @ariyares Great breakdown of what all these |
| 16:22:25 | @quickmuse | cats were up to here - https://t.co/TVsVySANir Louis Menand knows whad... |

| 12:22:40 | **John W Lewis** | @bpmfocus Well, as you identified, crossing the chasm involves removing the |
| 16:22:40 | @JohnWLewis | disadvantages. @linaroque #innochat |

| 12:23:24 | **Brenda Young** | RT @bpmfocus @linaroque #innochat ...discussion of Chasm Methodology is |
| 16:23:24 | @4byoung | probly beyond this medium - it's not about agility, it's laser focus |

| 12:23:31 | **Derek Miers** | #innochat coming back to Intel - the only reason they were embracing ARM |
| 16:23:31 | @bpmfocus | was that they had already lost the mobile battle - cant beat'em |

| 12:23:59 | **Adam Hansen** | @JohnWLewis Value is increasingly in the ingenuity of the new flexible |
| 16:23:59 | @adhansen | venture/biz model. @skap5 and @Renee_Hopkins are onto it. #innochat |

| 12:24:00 | **John W Lewis** | More generally, e.g. electric cars worked fine for early adopters (visionaries) |
| 16:24:00 | @JohnWLewis | but needed a charging network for pragmatists. #innochat |

| 12:24:55 | **David Brakoniecki** | @JohnWLewis Isn't the Intel/ARM alliance all about Intel's weakness in |
| 16:24:55 | @dajb2 | mobile and the need to sweat their chip foundry investment? #innochat |

| 12:25:00 | **Derek Miers** | @JohnWLewis Yeah but - that's more ecosystem of players rather than |
| 16:25:00 | @bpmfocus | validity of tech #innochat |

| 12:25:34 | **John W Lewis** | @adhansen Yes. Two types of response to that. 1: different people value |
| 16:25:34 | @JohnWLewis | things differently. ... @skap5 @Renee_Hopkins #innochat |

| 12:25:35 | **Ari Yares** | Pragmatism courtesy of Google - https://t.co/KbHqrWVEZ2 #innochat |
| 16:25:35 | @ariyares | |

| 12:25:47 | **Derek Miers** | @dajb2 @JohnWLewis ezatly #innochat |
| 16:25:47 | @bpmfocus | |

| 12:26:18 | **Adam Hansen** | @JohnWLewis Yep...and we needed those impractical, nutty visionaries to |
| 16:26:18 | @adhansen | scale to the point where the ecosystem could happen #innochat |

| 12:26:32 | **Ken Gordon** | .@bpmfocus Pragmatism means that wars have a shelf life--and that |
| 16:26:32 | @quickmuse | partnership can be an element of reconstruction. #innochat |

| 12:26:37 | **John W Lewis** | @adhansen ... 2: Important to understand what changes are not business |
| 16:26:37 | @JohnWLewis | model changes, otherwise meaningless. @skap5 @Renee_Hopkins #innochat |

| 12:27:23 | **Ari Yares** | .@quickmuse @bpmfocus pragmatism as a way saying "screw our past |
| 16:27:23 | @ariyares | difference, we have a common future interest?" #innochat |

| 12:27:49 | **Ken Gordon** | .@linaroque @bpmfocus One of the true reasons #innochat is different from |
| 16:27:49 | @quickmuse | other chats--it offers a continued promise of learning. |

| 12:27:54 | **David Brakoniecki** | Intel/Arm is not about innovation. Both are just reacting to Apple and |
| 16:27:54 | @dajb2 | Samsung moving the chip mass market from laptops to mobile. #innochat |

| 12:28:15 | **John W Lewis** | @dajb2 Yup. @hermannhauser's strategy, described decades ago, proved to |
| 16:28:15 | @JohnWLewis | be effective. #innochat |

| 12:28:17 | **Derek Miers** | @quickmuse #innochat And it is time to move on for Intel; Ppl are not buying |
| 16:28:17 | @bpmfocus | reams of laptops and desktop CPUs |

| 12:28:32 | **Ken Gordon** | .@ariyares @bpmfocus Language, Ari! Think of the children! #innochat Also: |
| 16:28:32 | @quickmuse | Hell yes! |

| 12:29:39 | **Ken Gordon** | .@bpmfocus Innovative companies can't afford to be sentimentally attached |
| 16:29:39 | @quickmuse | to their ancient business models. #innochat |

| 12:29:59 | **Ken Gordon** | .@bpmfocus You discard what doesn't work and build on what does. Period. |
| 16:29:59 | @quickmuse | #innochat |

| 12:30:07 | **alan** | RT @quickmuse: .@bpmfocus Innovative companies can't afford to be |
| 16:30:07 | @shiny_penny | sentimentally attached to their ancient business models. #innochat |

12:30:07 16:30:07	Adam Hansen @adhansen	@JohnWLewis @skap5 @Renee_Hopkins We may be defining biz model differently. I'm talking about new ways to create/capture value. #innochat
12:30:08 16:30:08	John W Lewis @JohnWLewis	@dajb2 Maybe depends on whether one considers that innovation occurs thoroughout the diffusion spectrum or only at the outset. #innochat
12:30:09 16:30:09	Derek Miers @bpmfocus	@quickmuse I think @ariyares was being pragmatic #innochat
12:30:40 16:30:40	David Brakoniecki @dajb2	Thinking Intel/ARM is defensive move. Apple buying chips from Samsung is a more surprising partnership. #innochat
12:31:02 16:31:02	Adam Hansen @adhansen	Yes, yes, please yes, heck yes, let's please grow up for the sake of our customers yes. #innochat https://t.co/VjDVjZQV1H
12:31:11 16:31:11	Derek Miers @bpmfocus	@quickmuse #innochat Every vendor just has only start point and a few advantages/disadvantages when it comes to building the future
12:31:40 16:31:40	Ken Gordon @quickmuse	.@bpmfocus @ariyares Well, in that case: Screw our past difference! ;) #innochat
12:31:42 16:31:42	John W Lewis @JohnWLewis	True! ;-D #innochat https://t.co/4oG8fqTxIR
12:32:03 16:32:03	David Brakoniecki @dajb2	@JohnWLewis Sure but what is the business sense here. Intel had unused capacity (inventory) and ARM has designs. (1/2) #innochat
12:32:35 16:32:35	Lina Roque @linaroque	RT @quickmuse: .@linaroque @bpmfocus One of the true reasons #innochat is different from other chats--it offers a continued promise of lear...
12:32:38 16:32:38	David Brakoniecki @dajb2	@JohnWLewis If someone else was cheaper, ARM would have gone there but Intel needs the business. (2/2) #innochat
12:34:41 16:34:41	John W Lewis @JohnWLewis	@dajb2 AFAIK, anyone can license ARM designs to produce SoCs, etc. and many already do. Intel backed down on mobile chip designs. #innochat
12:35:11 16:35:11	Brenda Young @4byoung	Having trouble with my Internet connection today. I'll have to check transcript later. #innochat
12:35:15 16:35:15	Ken Gordon @quickmuse	.@adhansen A five-yes-er! #innochat I dig how you're a true yea-sayer, Adam!
12:35:17 16:35:17	Derek Miers @bpmfocus	#innochat Aren't we really talking about the old turf wars are now ... often redundant; Pragmatic firms wake up to opportunity
12:35:24 16:35:24	Adam Hansen @adhansen	I want to throw this in, just to stir things up. Pragmatism in innovation shouldn't mean prematurely trading off brilliance! #innochat
12:36:13 16:36:13	John W Lewis @JohnWLewis	@4byoung Sorry to hear that, Brenda. Great to see you today. #innochat
12:36:18 16:36:18	Josh McCormack @joshmccormack	RT @quickmuse: .@bpmfocus Innovative companies can't afford to be sentimentally attached to their ancient business models. #innochat
12:36:26 16:36:26	Ari Yares @ariyares	Are there places where we shouldn't sacrifice on the altar of pragmatism? Perhaps when connected to corporate values? #innochat
12:36:44 16:36:44	Adam Hansen @adhansen	Pragmatism in innovation shouldn't mean that the cat in charge of sweeping up decides # of elephants in the parade! #innochat
12:36:53 16:36:53	Ken Gordon @quickmuse	.@adhansen Good point. #innochat
12:37:24 16:37:24	John W Lewis @JohnWLewis	@bpmfocus Yes, and there are new turf wars are likely in any sector as innovations enter the mainstream/majority. #innochat
12:37:26 16:37:26	Derek Miers @bpmfocus	@ariyares #innochat A firm that swaps its values for short term gain ... wont last
12:38:10 16:38:10	Ken Gordon @quickmuse	.@ariyares Superb question. Can you think of an instance in which values overrode pragmatism? #innochat

12:38:31 16:38:31	**John W Lewis** @JohnWLewis	Wonderful analogy, Adam! Trying to get my head around the implications of that one! ;-) #innochat https://t.co/7JJCnMRSqJ
12:38:37 16:38:37	**alan** @shiny_penny	RT @bpmfocus: @ariyares #innochat A firm that swaps its values for short term gain ... wont last
12:39:09 16:39:09	**Ken Gordon** @quickmuse	@bpmfocus @ariyares How about a firm that swaps values for long-term gain? ;) #innochat
12:39:54 16:39:54	**Product Lifecycle** @leanplc	RT @adhansen: Pragmatism in innovation shouldn't mean that the cat in charge of sweeping up decides # of elephants in the parade! #innochat
12:39:55 16:39:55	**Product Lifecycle** @leanplc	RT @adhansen: I want to throw this in, just to stir things up. Pragmatism in innovation shouldn't mean prematurely trading off brilliance!...
12:40:05 16:40:05	**John W Lewis** @JohnWLewis	@ariyares Well, in the earlier stages of an innovation, the relative potential advantages of a new approach are more important. #innochat
12:40:28 16:40:28	**Ari Yares** @ariyares	.@quickmuse perhaps companies that value going green over making changes to their supply chain? Ben & Jerry's, perhaps? #innochat
12:40:42 16:40:42	**Adam Hansen** @adhansen	@JohnWLewis We bust our butt to delight and see how close we can come to "never before." Jobs' "reality distortion field." #innochat
12:41:06 16:41:06	**Derek Miers** @bpmfocus	@quickmuse @ariyares They tend to refine their values if they want long term; current crop not working etc #innochat
12:41:09 16:41:09	**Ken Gordon** @quickmuse	.@JohnWLewis Elephants make a helluva mess. #innochat @adhansen
12:41:24 16:41:24	**Ari Yares** @ariyares	.@bpmfocus it might, but I don't know that we would recognize it over time. The sense of brand would diminish. #innochat
12:42:00 16:42:00	**John W Lewis** @JohnWLewis	@ariyares Take, for example, Boeing's near collapse when SST cancelled. Visionary zeal got too far ahead of pragmatism. #innochat
12:42:52 16:42:52	**Adam Hansen** @adhansen	@quickmuse @JohnWLewis Shriner mobile cart composting team right behind them - BOOM! Done! Right into the community garden. #innochat
12:43:16 16:43:16	**John W Lewis** @JohnWLewis	Solved! ;-) #innochat https://t.co/uCYMeAbDJK
12:43:19 16:43:19	**Derek Miers** @bpmfocus	@ariyares #innochat Well M$ is perhaps a case in point; they've finally started to focus on customer; there are new values in the brand
12:43:22 16:43:22	**Ken Gordon** @quickmuse	@JohnWLewis @ariyares Theranos recently fell victim to its own visionary zeal. #innochat
12:44:42 16:44:42	**John W Lewis** @JohnWLewis	@quickmuse Oh yes!! And you'd think the medical field knew much better about side-effects, clinical trials, etc.! @ariyares #innochat
12:44:51 16:44:51	**Adam Hansen** @adhansen	@quickmuse @JohnWLewis @ariyares Cherrypicker! Get thee hence! #innochat
12:45:42 16:45:42	**John W Lewis** @JohnWLewis	@adhansen ;-) But isn't that OK for case studies? @quickmuse @ariyares #innochat
12:45:47 16:45:47	**Ken Gordon** @quickmuse	@JohnWLewis @ariyares "Between the idea And the reality Between the motion And the act Falls the Shadow" --TSE #innochat
12:45:50 16:45:50	**Ari Yares** @ariyares	RT @adhansen: Pragmatism in innovation shouldn't mean that the cat in charge of sweeping up decides # of elephants in the parade! #innochat
12:45:50 16:45:50	**Rachel Macklin** @rmacklinrecruit	RT @quickmuse: .@bpmfocus Innovative companies can't afford to be sentimentally attached to their ancient business models. #innochat
12:47:10 16:47:10	**Derek Miers** @bpmfocus	@quickmuse @JohnWLewis @ariyares Between Cup and Lip .... #innochat
12:47:14 16:47:14	**Adam Hansen** @adhansen	@JohnWLewis @quickmuse @ariyares As long as you don't stack the deck. Balance it. And importantly, get to the "why" behind it. #innochat

12:47:46 16:47:46	**Ken Gordon** @quickmuse	.@adhansen @JohnWLewis @ariyares Did you just call me Satan! ;) Best #innochat ever! �����
12:47:56 16:47:56	**John W Lewis** @JohnWLewis	Another interesting live case is Tesla which is running a major risk of customers conflating electric with autonomous cars. #innochat
12:48:20 16:48:20	**Adam Hansen** @adhansen	@JohnWLewis @quickmuse @ariyares And remind ourselves that we have a nonconscious/default Negativity Bias that stacks the deck. #innochat
12:49:11 16:49:11	**Derek Miers** @bpmfocus	#innochat Folks - it's been great, but I have to run. Till next week ... ciao for now
12:49:18 16:49:18	**Adam Hansen** @adhansen	@quickmuse @JohnWLewis @ariyares I kid because I lurve. #innochat #fullemotionalspectrumfolks
12:50:06 16:50:06	**John W Lewis** @JohnWLewis	@adhansen Interesting meta-point! We do. But in a few areas, we adopt earlier, because we enjoy the risk! @quickmuse @ariyares #innochat
12:50:13 16:50:13	**Ken Gordon** @quickmuse	@adhansen @JohnWLewis @ariyares We know! #innochat We know!
12:50:59 16:50:59	**John W Lewis** @JohnWLewis	@bpmfocus Great to see you, Derek! #innochat
12:53:19 16:53:19	**John W Lewis** @JohnWLewis	Pragmatists (hundreds of thousands) are lining up to buy, but may be confused by unproven features #innochat https://t.co/L1PI5J8v7T
12:53:42 16:53:42	**Adam Hansen** @adhansen	What's seemingly pragmatic in the short term is anything but in the long term. Ask Kodak. #innochat
12:54:55 16:54:55	**Adam Hansen** @adhansen	What's your lens for pragmatism, I guess? The longer term has to be factored in. #innochat
12:54:57 16:54:57	**Ari Yares** @ariyares	.@quickmuse @JohnWLewis is visionary zeal different from corporate values? #innochat
12:55:18 16:55:18	**John W Lewis** @JohnWLewis	@adhansen Ah, Kodak is also interesting. But I'd suggest a different explanation. Digital photography was outside their purpose. #innochat
12:55:30 16:55:30	**Ken Gordon** @quickmuse	@adhansen #KodakTwitterMoment #innochat
12:57:02 16:57:02	**Ken Gordon** @quickmuse	@ariyares @JohnWLewis Yerp. Unless "zealotry" is an org value. #innochat
12:57:03 16:57:03	**John W Lewis** @JohnWLewis	@ariyares Well it probably depends on the criteria by which those values are measured. @quickmuse #innochat
12:58:14 16:58:14	**Adam Hansen** @adhansen	@JohnWLewis "The Times of Your Life?" Their purpose was capturing the very best family moments, not enshrining silver halide. #innochat
12:58:39 16:58:39	**John W Lewis** @JohnWLewis	@adhansen Absolutely. And without a spectrum of lenses/criteria, innovations would not diffuse through populations. #innochat
12:59:42 16:59:42	**John W Lewis** @JohnWLewis	@adhansen But at their core, Kodak were (and still are) a film company. #innochat
13:00:32 17:00:32	**John W Lewis** @JohnWLewis	Thank you, innocats, for discussing what is at risk of becoming a hobby horse of mine! ;-) #innochat
13:00:57 17:00:57	**Ari Yares** @ariyares	This was a great conversation! Thank you to all! #innochat
13:01:25 17:01:25	**John W Lewis** @JohnWLewis	@ariyares Thank you, Ari! #innochat would not happen without you all.
13:01:56 17:01:56	**Adam Hansen** @adhansen	@JohnWLewis That was their fatal flaw - the failure to get bone-deep clarity about purpose, then make all else subservient. #innochat.
13:01:59 17:01:59	**Ken Gordon** @quickmuse	Jumping #innochat today, @JohnWLewis. Thanks for hosting it so well.

13:02:57 17:02:57	**Ken Gordon** @quickmuse		@adhansen & @ariyares Fun jamming with y'all today! #innochat
13:03:00 17:03:00	**Adam Hansen** @adhansen		Thanks so much, @JohnWLewis! Great sesh today! #innochat
13:03:24 17:03:24	**John W Lewis** @JohnWLewis		@adhansen Yes, and it raises a different question: whether an organization can ever truly change its core purpose. #innochat
13:03:39 17:03:39	**Adam Hansen** @adhansen		@quickmuse @ariyares Back atcha, good sir! Looking forward to #BIF2016 ! #innochat
13:03:56 17:03:56	**John W Lewis** @JohnWLewis		@adhansen Thank you, Adam. This is such an important area, I think. #innochat
13:04:22 17:04:22	**Judy Gombita** @jgombita		@quickmuse sorry, had a commitment that didn't finish until most of #innochat had already taken place. Hope it was good--plus you missed me!
13:04:40 17:04:40	**Adam Hansen** @adhansen		@JohnWLewis Purpose should be Why, products the underpinning What. What can and should always change. #innochat.
13:05:13 17:05:13	**John W Lewis** @JohnWLewis		@quickmuse Thank you, Ken. Being provocative seems to be part of the process! ;-) #innochat
13:08:53 17:08:53	**John W Lewis** @JohnWLewis		@adhansen Agree. And there's a layer between (using @simonsinek's terminology it's the How). I think there are two layers between. #innochat
13:09:47 17:09:47	**John W Lewis** @JohnWLewis		@jgombita I could never take the risk of making that assumption with you, Judy! ;-D @quickmuse #innochat