

# Innochat

## Removing barriers to mainstream adoption

Times shown in: [Eastern Standard Time](#) and [Coordinated Universal Time](#)












Between **2017 Mar 02 11:45** and **2017 Mar 02 13:15**  
9 people sent 76 messages containing #innochat

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11:52:19 16:52:19	<b>Kathleen Kruse (KK)</b> @kkruse		TODAY 9am PT at #innochat: How can we facilitate #innovation adoption? Framing post by @JohnWLewis: <a href="https://t.co/xfXV7dHerm">https://t.co/xfXV7dHerm</a> #change
11:55:55 16:55:55	<b>John W Lewis</b> @JohnWLewis		JIT framing today! #innochat questions are up: <a href="https://t.co/EnjOE8SZab">https://t.co/EnjOE8SZab</a>
11:56:56 16:56:56	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Nor can I, Carol! What's your excuse? ;-) #innochat <a href="https://t.co/GzS43jaxhh">https://t.co/GzS43jaxhh</a>
12:00:04 17:00:04	<b>John W Lewis</b> @JohnWLewis		Welcome to #innochat!
12:00:56 17:00:56	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Hi Carol. Welcome to your first #innochat!
12:01:16 17:01:16	<b>John W Lewis</b> @JohnWLewis		This #innochat topic, on a major innovation issue, was triggered by a recent NASA announcement. See framing: <a href="https://t.co/EnjOE8SZab">https://t.co/EnjOE8SZab</a>
12:02:01 17:02:01	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Expecting a few #innochat regulars (known as innocats).
12:03:02 17:03:02	<b>John W Lewis</b> @JohnWLewis		We have previously discussed the example cited in the #innochat framing, but this is such a major issue.
12:03:40 17:03:40	<b>John W Lewis</b> @JohnWLewis		Well, @Carol_Stephen, some are slower than others! #innochat <a href="https://t.co/cusWzqBWUu">https://t.co/cusWzqBWUu</a>
12:04:31 17:04:31	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen It nearly did, and it very nearly broke Boeing in about 1969. #innochat
12:04:43 17:04:43	<b>Talented Learning</b> @TalentedLearn		NOW (noon ET) at #innochat: How can organizations remove barriers to #innovation adoption? Framing by @JohnWLewis <a href="https://t.co/aAckuQAbkQ">https://t.co/aAckuQAbkQ</a>
12:04:55 17:04:55	<b>Saul Kaplan</b> @skap5		Secret sauce for innovation adoption: Less Push More Pull. #innochat
12:04:57 17:04:57	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Oh, most of them don't read all of it! ;-) #innochat
12:05:53 17:05:53	<b>John W Lewis</b> @JohnWLewis		@TalentedLearn Thanks (KK, Joelle or John)! #innochat
12:06:28 17:06:28	<b>John W Lewis</b> @JohnWLewis		Hi Saul. Exactly! #innochat <a href="https://t.co/IRrit8Q2Gw">https://t.co/IRrit8Q2Gw</a>
12:07:01 17:07:01	<b>John W Lewis</b> @JohnWLewis		Where are @quickmuse @adhansen et al? ;-) #innochat
12:07:19 17:07:19	<b>John W Lewis</b> @JohnWLewis		We'll start with Q1 soon. #innochat

12:07:48 17:07:48	<b>Talented Learning</b> @TalentedLearn		You're most welcome @JohnWLewis -- we are all with you and the #innochat tribe. Interesting topic today!... <a href="https://t.co/hhGmq5EwXH">https://t.co/hhGmq5EwXH</a>
12:07:53 17:07:53	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Boeing were saved by the 747, which was a bit of a side project. #innochat
12:08:01 17:08:01	<b>John W Lewis</b> @JohnWLewis		Q1 What innovations do you know that did not reach the mainstream due to insurmountable disadvantages? #innochat
12:08:34 17:08:34	<b>Joelle Girton</b> @JoelleGirton		RT @TalentedLearn: NOW (noon ET) at #innochat: How can organizations remove barriers to #innovation adoption? Framing by @JohnWLewis <a href="https://t.co/hhGmq5EwXH">https://t.co/hhGmq5EwXH</a>
12:08:44 17:08:44	<b>John W Lewis</b> @JohnWLewis		A1 Flying cars, anyone?1 ;- ) #innochat
12:09:43 17:09:43	<b>John W Lewis</b> @JohnWLewis		Yes, @Carol_Stephen, despite Edison having electric cars in the 1900's, I believe. #innochat <a href="https://t.co/QgySSjDwTj">https://t.co/QgySSjDwTj</a>
12:10:50 17:10:50	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen There is a great BBC documentary about the 747 with the SST demise as a back story. I'll try to find it. #innochat
12:11:52 17:11:52	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Yes, Tesla Model 3 is announced and heavily subscribed. In 2018-9 it will probably be the iPhone of electric cars. #innochat
12:14:31 17:14:31	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Definitely. Many disagree, but I think we're heading into a period of cheap energy. #innochat
12:16:18 17:16:18	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen As I understand it, the USA's oil imports have been falling for some time and will reach zero in a few years. #innochat
12:17:41 17:17:41	<b>John W Lewis</b> @JohnWLewis		Hi @suhitanantula! Join us for #innochat, happening now?
12:18:01 17:18:01	<b>John W Lewis</b> @JohnWLewis		Q2 What assumptions do we make about barriers, and why do we ignore them? #innochat
12:19:40 17:19:40	<b>John W Lewis</b> @JohnWLewis		A2 Generally, it is too easy to dismiss potential barriers as being solvable. Many are, but some aren't. #innochat
12:23:41 17:23:41	<b>John W Lewis</b> @JohnWLewis		It's easy to think of adoption of an innovation as a one-off event. But, it usually isn't, as described: <a href="https://t.co/EnjOE8SZab">https://t.co/EnjOE8SZab</a> #innochat
12:24:26 17:24:26	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen It is and it often takes a volume application to generate economies of scale. E.g. Solar PV panels. #innochat
12:25:23 17:25:23	<b>John W Lewis</b> @JohnWLewis		A2 Drones (small personal ones, not big military ones) worry me. There will be accidents! #innochat
12:26:47 17:26:47	<b>Ken Gordon</b> @quickmuse		@JohnWLewis @adhansen I'm on an interview--sorry, mate. #innochat
12:27:47 17:27:47	<b>John W Lewis</b> @JohnWLewis		@quickmuse You're excused, Ken ... just this once! ;- ) @adhansen #innochat
12:28:01 17:28:01	<b>John W Lewis</b> @JohnWLewis		Q3 How can we accelerate the identification of disadvantages and barriers? #innochat
12:30:46 17:30:46	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Yes, the supersonic aviation example is a case in point. They argued that if they flew high enough,... #innochat
12:30:57 17:30:57	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen ... it would probably be OK. They were wrong! #innochat
12:32:10 17:32:10	<b>John W Lewis</b> @JohnWLewis		Have a great #innochat with @Carol_Stephen today though! @quickmuse @adhansen
12:32:33 17:32:33	<b>Saul Kaplan</b> @skap5		Important to differentiate invention/technology diffusion from value delivery/innovation adoption. #innochat
12:32:54 17:32:54	<b>Cale Birk</b> @birklearns		@JohnWLewis The more ethnography we do, and the quicker we get our team to do it, the better we get at ID'ing barriers. #innochat

12:33:50 17:33:50	<b>John W Lewis</b> @JohnWLewis		@skap5 Yes, and aren't they often intertwined. #innochat
12:34:25 17:34:25	<b>John W Lewis</b> @JohnWLewis		@birklearns Hi Cale! That certainly is a good way to look ahead. #innochat
12:35:12 17:35:12	<b>Cale Birk</b> @birklearns		@JohnWLewis @skap5 It seems a many skip the ethnography piece, and jump to solutions that fail to account for the 'real' barriers. #innochat
12:36:03 17:36:03	<b>John W Lewis</b> @JohnWLewis		@birklearns @skap5 Yes, I've seen that. Getting new things into the field rapidly is likely to exposed issues much earlier. #innochat
12:37:24 17:37:24	<b>John W Lewis</b> @JohnWLewis		@birklearns How quickly do people learn this lesson, do you think? @skap5 #innochat
12:37:36 17:37:36	<b>Cale Birk</b> @birklearns		@JohnWLewis @skap5 Saul's 'adjacent possible' is a place we can find this out -- need more 'adjacent possibles' in K-12 #innochat
12:37:41 17:37:41	<b>John W Lewis</b> @JohnWLewis		Next Q coming up ... #innochat
12:38:01 17:38:01	<b>John W Lewis</b> @JohnWLewis		Q4 How can we minimised disadvantages and barriers? #innochat
12:38:48 17:38:48	<b>Cale Birk</b> @birklearns		@JohnWLewis Because doing ethnography is 'harder' than what we usually do, many have been slow to adopt that stance. #innochat
12:39:18 17:39:18	<b>John W Lewis</b> @JohnWLewis		@birklearns Also there may be some things that can be copied in other fields: "non-adjacent probables"? @skap5 #innochat
12:39:33 17:39:33	<b>Saul Kaplan</b> @skap5		.@JohnWLewis I love new tech & want access in my business model sandbox but lots of innovation doesn't depend on it. #innochat
12:40:35 17:40:35	<b>John W Lewis</b> @JohnWLewis		@skap5 Yes, I still think that Drucker's 7 sources of opportunity covers most of them, and many are not technical. #innochat
12:40:47 17:40:47	<b>Cale Birk</b> @birklearns		@skap5 @JohnWLewis Agree--in K-12, tech access can be an issue, yet many innovative approaches. Sometimes 'in spite' of tech :) #innochat
12:42:17 17:42:17	<b>Saul Kaplan</b> @skap5		.@birklearns @JohnWLewis Too many see innovation thru their business model lens rather than a customer experience lens. #innochat
12:42:21 17:42:21	<b>John W Lewis</b> @JohnWLewis		@birklearns I have a sister-in-law teacher who was recently at schools in the Himalayas. Very keen, but no tech whatsoever! @skap5 #innochat
12:43:00 17:43:00	<b>John W Lewis</b> @JohnWLewis		Let's find a way to bookmark that one, @skap5! #innochat <a href="https://t.co/AkvYnxWmam">https://t.co/AkvYnxWmam</a>
12:43:40 17:43:40	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen @skap5 The slang term for this is (the good old) "silos"! #innochat
12:44:32 17:44:32	<b>Cale Birk</b> @birklearns		@skap5 @JohnWLewis Totally agree--we are writing on changing the 'LX' - learning experience in K-12 <a href="https://t.co/RmVSyZ47CF">https://t.co/RmVSyZ47CF</a> #innochat
12:45:12 17:45:12	<b>TwitLiveEvents</b> @TwitLiveEvents		March 02, 2017 at 01:00PM Twitter Chat - #InnoChat #TwitterChat Visit <a href="https://t.co/52cTeoQ3Zw">https://t.co/52cTeoQ3Zw</a> for more events.
12:45:26 17:45:26	<b>John W Lewis</b> @JohnWLewis		A4 We need people involved in innovation to understand the context of use much better. Software development is very poor at this! #innochat
12:45:57 17:45:57	<b>Cale Birk</b> @birklearns		@JohnWLewis @skap5 And conversely, I have seen extensive tech w very little innovation. Totally agree with you. #innochat
12:47:08 17:47:08	<b>John W Lewis</b> @JohnWLewis		@birklearns Definitely. I see the point that @skap5 makes as being about lack of regard for the true value stream. #innochat
12:48:01 17:48:01	<b>John W Lewis</b> @JohnWLewis		Q5 How can we facilitate the overall process of diffusion more effectively? #innochat
12:48:56 17:48:56	<b>John W Lewis</b> @JohnWLewis		This Q (5) is quite open-ended, but hopefully triggers some broader thoughts. #innochat

12:50:06 17:50:06	<b>Cale Birk</b> @birklearns	 @JohnWLewis I think we must become less organization-centric more user-centric--find out how diffusion works best w client/learner #innochat
12:50:16 17:50:16	<b>John W Lewis</b> @JohnWLewis	 A5 imho the biggest meta-opportunity is to develop a better understanding of how innovation actually happens. #innochat
12:51:36 17:51:36	<b>Saul Kaplan</b> @skap5	 Value streams have strong currents. To innovate you have to survive the undertow to redirect the stream! #innochat
12:51:40 17:51:40	<b>John W Lewis</b> @JohnWLewis	 @birklearns Definitely. The org supports the value stream (which is different for each "product"), not the other way around. #innochat
12:53:12 17:53:12	<b>John W Lewis</b> @JohnWLewis	 We'll put that one down as a parable to be taken however the future pans out! ;- ) #innochat <a href="https://t.co/sIu6JvIRAn">https://t.co/sIu6JvIRAn</a>
12:54:51 17:54:51	<b>John W Lewis</b> @JohnWLewis	 Maybe more case studies (like supersonic passenger aviation, in the framing post) would help people to understand innovation. #innochat
12:55:59 17:55:59	<b>John W Lewis</b> @JohnWLewis	 Thank you to all innocats who took part in #innochat today, especially @Carol_Stephen, without whom it have been very lonely at times!
12:57:33 17:57:33	<b>John W Lewis</b> @JohnWLewis	 If you like a lively Twitter chat, join @Carol_Stephen and friends for #DigiBlogChat at 4pm ET each Tuesday. #innochat
12:58:19 17:58:19	<b>John W Lewis</b> @JohnWLewis	 @Carol_Stephen Thank you, Carol. #innochat
13:00:01 18:00:01	<b>John W Lewis</b> @JohnWLewis	 As usual there will be a transcript of #innochat soon. Watch this space!
13:13:44 18:13:44	<b>Val Vesa</b> @adspedia	 @JohnWLewis @Carol_Stephen #innochat? Hmmm, what is it about?