

Innochat

Burning platforms and how to avoid them

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



Between **2017 Jul 27 11:45** and **2017 Jul 27 13:15**
7 people sent 93 messages containing #innochat





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|----------------------|---|---|---|
| 12:00:05 16:00:05 | John W Lewis @JohnWLewis |  | Welcome to #innochat! |
| 12:01:02 16:01:02 | Brenda Young @4byoung |  | RT @kkruise: TODAY #innochat noon ET: When/what to #change? How to avoid "burning platforms." Preview by @JohnWLewis https://t.co/5gELDVP1 |
| 12:01:10 16:01:10 | seempli @seempli |  | Tweet flood might be coming.... #Innochat https://t.co/HAFIrxjcv |
| 12:01:26 16:01:26 | John W Lewis @JohnWLewis |  | Who's up for #innochat, on burning platforms? #innochat |
| 12:02:17 16:02:17 | John W Lewis @JohnWLewis |  | @seempli Hi @seempli, Batten down the hatches! ;-) #innochat |
| 12:02:25 16:02:25 | Brenda Young @4byoung |  | @JohnWLewis Burning Platforms = not nearly as much fun as Burning Man festival #innochat |
| 12:03:25 16:03:25 | John W Lewis @JohnWLewis |  | @4byoung Hi Brenda! Have you been to Burning Man? #innochat |
| 12:04:00 16:04:00 | Antonio Santos   @akwyz |  | RT @kkruise: TODAY #innochat noon ET: When/what to #change? How to avoid "burning platforms." Preview by @JohnWLewis https://t.co/5gELDVP1 |
| 12:04:16 16:04:16 | Antonio Santos   @akwyz |  | RT @kkruise: Is "burning" a clue to today's #innochat topic @JohnWLewis? https://t.co/wXykGWD84z |
| 12:04:24 16:04:24 | John W Lewis @JohnWLewis |  | @ReneeTheBIF Hi Renee, Too long!! It's great to see you! #innochat |
| 12:04:30 16:04:30 | Brenda Young @4byoung |  | @JohnWLewis @4byoung Never been to Burning Man festival but have watched reports from others who've been there. #innochat |
| 12:06:10 16:06:10 | John W Lewis @JohnWLewis |  | Timing is arguably the most important factor in innovation. Leaving it much too late is known as "getting off a burning platform". #innochat |
| 12:07:30 16:07:30 | John W Lewis @JohnWLewis |  | @4byoung Burning Man's reputation has spread far and wide, even to the UK! #innochat |
| 12:09:47 16:09:47 | Brenda Young @4byoung |  | @JohnWLewis Can see/have seen how easy it would be to let problems drift out too long and become a burning platform #innochat |
| 12:09:51 16:09:51 | John W Lewis @JohnWLewis |  | To some extent, following @Carol_Stephen's style, I have a few unframed Qs. #innochat |
| 12:10:25 16:10:25 | John W Lewis @JohnWLewis |  | Q1 What factors affect our choice of the time when we make a change (adopt an innovation)? #innochat |
| 12:11:38 16:11:38 | Brenda Young @4byoung |  | RT @JohnWLewis: Q1 What factors affect our choice of the time when we make a change (adopt an innovation)? #innochat |

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| 12:12:56 16:12:56 | John W Lewis @JohnWLewis |  @ReneeTheBIF Haha, yes. I suppose if we don't leave it, and we die ... and the fire goes out too! #innochat |
| 12:14:41 16:14:41 | Brenda Young @4byoung |  @JohnWLewis A1 Competition requires it; customers demand it; vendors no longer support; tech too far ahead to justify keeping #innochat |
| 12:14:56 16:14:56 | John W Lewis @JohnWLewis |  A classic example referred to as a "burning platform" was Nokia's phone/handset business, stuck on an old operating system. #innochat |
| 12:15:06 16:15:06 | Jim Katzaman @JKatzaman |  A1 Innovation adoption often comes when innovation show itself to be an improvement over the previous system. #innochat |
| 12:15:40 16:15:40 | seempli @seempli |  @4byoung @JohnWLewis And sometimes we just need it to spice things up #Innochat |
| 12:16:49 16:16:49 | John W Lewis @JohnWLewis |  The whole "platform" rarely catches fire instantaneously. If we'd been fire watching, we'd have seen it sooner! #innochat |
| 12:17:06 16:17:06 | John W Lewis @JohnWLewis |  @JKatzaman Hi Jim! #innochat |
| 12:17:41 16:17:41 | Brenda Young @4byoung |  RT @JKatzaman: A1 Innovation adoption often comes when innovation show itself to be an improvement over the previous system. #innochat |
| 12:18:27 16:18:27 | John W Lewis @JohnWLewis |  On the other hand, sometimes we get ahead of ourselves and jump too early. #innochat |
| 12:18:57 16:18:57 | Brenda Young @4byoung |  @JohnWLewis Yes, and current revenues often clouds the ability to see the fire that is building in the background. #innochat |
| 12:19:41 16:19:41 | John W Lewis @JohnWLewis |  A classic example of jumping too early was Concorde. Even Boeing assumed that subsonic air travel was dying! ;-)... https://t.co/MRqt8c45Go |
| 12:20:02 16:20:02 | seempli @seempli |  @4byoung @JohnWLewis Being addicted to short term #Innochat |
| 12:21:02 16:21:02 | John W Lewis @JohnWLewis |  Q2 What factors affect our choice of changes to make (innovations to adopt) when we do change? #innochat |
| 12:21:41 16:21:41 | Brenda Young @4byoung |  @JohnWLewis True. Jumping out too early can be just as bad as waiting too long. #innochat |
| 12:22:14 16:22:14 | seempli @seempli |  A2 first our ability to imagine the potential changes #Innochat https://t.co/rjrVWalTLc |
| 12:22:27 16:22:27 | Andrea Villeneuve @DreaVilleneuve |  @4byoung @JohnWLewis *snort* tell that to government agencies still using dated tech. 🎯🎯🎯🎯 #innochat |
| 12:23:50 16:23:50 | John W Lewis @JohnWLewis |  @seempli I agree, lack of imagination (and knowledge) can lead to poor choices and/or delays in choosing. #innochat |
| 12:24:01 16:24:01 | John W Lewis @JohnWLewis |  @DreaVilleneuve @4byoung Hi Andrea! #innochat |
| 12:25:56 16:25:56 | Brenda Young @4byoung |  @JohnWLewis A2 Budget, corporate culture readiness, skill sets of key people in org, leadership, structural constraints... #innochat |
| 12:26:31 16:26:31 | John W Lewis @JohnWLewis |  @ReneeTheBIF @seempli So how do we imagine changes better (or, better still, reduce the need to imagine by knowing about them!) #innochat |
| 12:26:34 16:26:34 | Brenda Young @4byoung |  RT @JohnWLewis: @seempli I agree, lack of imagination (and knowledge) can lead to poor choices and/or delays in choosing. #innochat |
| 12:27:10 16:27:10 | John W Lewis @JohnWLewis |  Q3 What can we do to explore possible changes/innovations before we need to make them? #innochat |
| 12:27:40 16:27:40 | seempli @seempli |  @JohnWLewis @ReneeTheBIF I believe knowledge will ever be enough. You will always have to imagine a better alternat... https://t.co/xyeRJSWN2w |
| 12:28:47 16:28:47 | John W Lewis @JohnWLewis |  btw, did you see that European countries are forcing the pace on electric car adoption, by proposing legislation? #innochat |

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| 12:29:06 16:29:06 | seempli @seempli |  | @JohnWLewis @ReneeTheBIF As for how, we need to develop our ability to take raw material (knowledge and what we see... https://t.co/H2zcVE7VYd |
| 12:29:22 16:29:22 | Brenda Young @4byoung |  | @DreaVilleneuve @JohnWLewis In many cases, it's Congress that hasn't supplied budget because Congress doesn't understand need. #innochat |
| 12:29:40 16:29:40 | seempli @seempli |  | @JohnWLewis @ReneeTheBIF That's the essence of any creative act #Innochat |
| 12:30:09 16:30:09 | Brenda Young @4byoung |  | RT @JohnWLewis: btw, did you see that European countries are forcing the pace on electric car adoption, by proposing legislation? #innochat |
| 12:30:49 16:30:49 | Brenda Young @4byoung |  | RT @JohnWLewis: Q3 What can we do to explore possible changes/innovations before we need to make them? #innochat |
| 12:31:32 16:31:32 | John W Lewis @JohnWLewis |  | @Carol_Stephen @ReneeTheBIF Yup, proposing bans on diesel cars (not trucks) and on all-petrol (not, I think, hybrids) by 2040. #innochat |
| 12:33:32 16:33:32 | John W Lewis @JohnWLewis |  | @seempli @ReneeTheBIF That is creative, but is it innovative? IMHO, the innovative process is more pull (outside in... https://t.co/YhnqJSfvbK |
| 12:34:21 16:34:21 | Brenda Young @4byoung |  | @JohnWLewis A3 Resrch for Best in Class models; check for skills deficiencies; get leadership up to speed; communicate #innochat |
| 12:34:45 16:34:45 | seempli @seempli |  | @JohnWLewis @ReneeTheBIF I think any innovation starts with creativity. Of course more ingredients are then needed. #Innochat |
| 12:36:36 16:36:36 | John W Lewis @JohnWLewis |  | Not long ago, the UK government was encouraging diesels over petrol (with lower duty). Now they're trying to ban th... https://t.co/TVVhgy4TPY |
| 12:37:37 16:37:37 | John W Lewis @JohnWLewis |  | YES! All of these are important, and far too rarely done. #innochat https://t.co/9bGU9tDXdU |
| 12:38:35 16:38:35 | Brenda Young @4byoung |  | @JohnWLewis Yes, Legislators & staff seldom have the depth of knowledge at early stages to create helpful laws #innochat |
| 12:39:05 16:39:05 | John W Lewis @JohnWLewis |  | @seempli @ReneeTheBIF Hmm, this is where I take a different view from many (most?) in innovation. The idea-driven a... https://t.co/PAdTKGByR |
| 12:40:20 16:40:20 | Brenda Young @4byoung |  | @ReneeTheBIF @seempli @JohnWLewis Understand customers or see an opportunity to be filled? #innochat |
| 12:40:50 16:40:50 | John W Lewis @JohnWLewis |  | @4byoung Yup! Trying to second guess markets and to distort them with taxation and restrictions is fairly idiotic! #innochat |
| 12:41:26 16:41:26 | seempli @seempli |  | @ReneeTheBIF @JohnWLewis Understand is one essential thing. Imagine a better alternative is as essential #Innochat |
| 12:41:57 16:41:57 | Brenda Young @4byoung |  | RT @seempli: @ReneeTheBIF @JohnWLewis Understand is one essential thing. Imagine a better alternative is as essential #Innochat |
| 12:42:18 16:42:18 | John W Lewis @JohnWLewis |  | @Carol_Stephen You'd think that we'd have flying cars by now!! We have trouble predicting next year, let alone 20+ years! #innochat |
| 12:43:00 16:43:00 | John W Lewis @JohnWLewis |  | Q4 What can we do to improve our timing of adoption? #innochat |
| 12:44:07 16:44:07 | Ari Yares @ariyares |  | A4 Is the question of timing more of one of accountability and responsibility? #innochat |
| 12:45:18 16:45:18 | John W Lewis @JohnWLewis |  | A4 imho, the problems with innovation choices and timing are mainly due to oversimplified thinking about how innovation happens. #innochat |
| 12:45:18 16:45:18 | Brenda Young @4byoung |  | @JohnWLewis @Carol_Stephen True. Many examples of bad predictions about long-term future esp since new tech can be hard to imagine #innochat |
| 12:45:23 16:45:23 | Ari Yares @ariyares |  | @ReneeTheBIF I try to stick to a RACI formula when we're discussing any aspect of change #innochat |
| 12:45:48 16:45:48 | Brenda Young @4byoung |  | RT @ariyares: A4 Is the question of timing more of one of accountability and responsibility? #innochat |

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| 12:46:58 16:46:58 | John W Lewis @JohnWLewis |  | @Carol_Stephen Haha! Decades ago, all our traffic problems were going to be solved by using all that space above us!! 🎯🎯 #innochat |
| 12:47:02 16:47:02 | Brenda Young @4byoung |  | @JohnWLewis Look for ways to mitigate hurdles to adoption prior to implementation of innovation #innochat |
| 12:49:05 16:49:05 | Ari Yares @ariyares |  | @Carol_Stephen @JohnWLewis interesting convo- https://t.co/b3OnmPATI2 - about need to have doomsday thinkers involved in new tech. #innochat |
| 12:49:18 16:49:18 | Brenda Young @4byoung |  | Yes!! RT @Carol_Stephen: @JohnWLewis We need a Murphys Law Committee/Department for every new innovation! #innochat |
| 12:49:36 16:49:36 | Ari Yares @ariyares |  | @Carol_Stephen @JohnWLewis or maybe just an ethicist? #innochat |
| 12:51:30 16:51:30 | Ari Yares @ariyares |  | @Carol_Stephen @ariyares @JohnWLewis they seem to have a better grasp of the law of unintended consequences #innochat |
| 12:51:31 16:51:31 | Brenda Young @4byoung |  | @Carol_Stephen @JohnWLewis Drones are a great example of good and bad side of an innovation. #innochat |
| 12:52:10 16:52:10 | Ari Yares @ariyares |  | @Carol_Stephen @JohnWLewis probably a prime candidate for the employee assistance program #innochat |
| 12:52:11 16:52:11 | seempli @seempli |  | @Carol_Stephen @JohnWLewis Sometimes there are too many who consider what can go wrong and too few who imagine what... https://t.co/ExLooVzPED |
| 12:52:55 16:52:55 | Brenda Young @4byoung |  | @Carol_Stephen @ariyares @JohnWLewis Saying No w/the understanding that future events could prove you so wrong. #innochat |
| 12:53:32 16:53:32 | John W Lewis @JohnWLewis |  | Q5 Finally, do you think that timing is the most important factor in innovation, or is it something else? #innochat |
| 12:56:29 16:56:29 | Brenda Young @4byoung |  | @JohnWLewis Timing is key; could also make a case for utility when it solves a prob where no other solution exists #innochat |
| 12:56:48 16:56:48 | John W Lewis @JohnWLewis |  | @Carol_Stephen @ariyares Haha! Experts who say something is possible are usually right. Experts who say something i... https://t.co/fgz289udUr |
| 12:57:37 16:57:37 | seempli @seempli |  | @Carol_Stephen @JohnWLewis Well I know of the exact opposite cases. Anyway both could use a bit of the other's way of thinking :) #Innochat |
| 12:59:10 16:59:10 | Ari Yares @ariyares |  | A5 timing is probably the crucial ingredient. it's not an innovation if the moment of need has passed. #innochat |
| 12:59:20 16:59:20 | John W Lewis @JohnWLewis |  | @ReneeTheBIF Haha, of course, it's not "that" simple! ;-D But decision making can be improved by cascading issues,... https://t.co/9Wbb1DBw4P |
| 12:59:46 16:59:46 | Brenda Young @4byoung |  | @ariyares Or the moment of need hasn't arrived. #innochat |
| 13:00:28 17:00:28 | John W Lewis @JohnWLewis |  | Yes, and it's easier for engineers to learn marketing than for marketers to learn engineering! ;-)) #innochat https://t.co/7fbD48V32X |
| 13:00:58 17:00:58 | Ari Yares @ariyares |  | @4byoung the dilemma of being a solution in need of a problem. #innochat |
| 13:01:47 17:01:47 | John W Lewis @JohnWLewis |  | Thank you, once again, all innocats for your insightful contributions to this lively #innochat! |
| 13:03:03 17:03:03 | Brenda Young @4byoung |  | @JohnWLewis To often marketers & engineers need to understand why they should understand the other's are of expertise #innochat |
| 13:03:45 17:03:45 | Ari Yares @ariyares |  | @JohnWLewis glad I could jump on at the last minute #innochat |
| 13:03:50 17:03:50 | John W Lewis @JohnWLewis |  | @ReneeTheBIF Thanks, Renee, it gets easier with habit (although not all of my habits are good). #innochat |
| 13:04:09 17:04:09 | Brenda Young @4byoung |  | +1 RT @ReneeTheBIF: .@JohnWLewis Thanks for all your hard work with #innochat! #innochat |

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- 13:05:27** **John W Lewis**  @4byoung Steve Jobs said that when making products that you use yourself, you can have the marketing-engineering me... <https://t.co/m6n8osF61G>
17:05:27 @JohnWLewis
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- 13:05:57** **John W Lewis**  @ariyares Glad to see you again, Ari. #innochat
17:05:57 @JohnWLewis
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- 13:07:01** **John W Lewis**  @Carol_Stephen You're welcome, Carol. Btw folks, take part in #DigiBlogChat on Tuesdays at 1pmPT, 4pmET, 9pmUK. #innochat
17:07:01 @JohnWLewis
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- 13:07:30** **Ari Yares**  @JohnWLewis thanks for keeping the conversation going #innochat
17:07:30 @ariyares