

Innochat

Living on innovation

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

Between **2017 Oct 05 11:45** and **2017 Oct 05 13:15**
18 people sent 242 messages containing #innochat

Produced by [holosoft](#) — Twitter chat transcripts and archives for events — Follow [@holosoft](#)

11:52:00 15:52:00	Cathryn Hrudicka @CreativeSage		Wow, haven't been able to participate in #innochat for a long time. Great to be back! Dealing w/construction noise outside. #BIF2017
11:52:15 15:52:15	Ken Gordon @quickmuse		Hey, @dbrodey! Are you ready to talk about living off yer wits #innochat
11:54:29 15:54:29	Ken Gordon @quickmuse		I suspect that @sandymaxey and her friends https://t.co/Vf8FGQM9xg would have much to say on the topic of living on... https://t.co/dLdHDZofzs
11:55:07 15:55:07	Ken Gordon @quickmuse		@johnsonwhitney @adhansen You disrupting yourself again? #innochat 💎💎
11:56:05 15:56:05	Ken Gordon @quickmuse		@TikvahWiener You want in on this? https://t.co/85YuiKxvgU #innochat
11:57:29 15:57:29	Ken Gordon @quickmuse		@johnsonwhitney @adhansen For my money, yours was the #BIF2017 story that our struggling audience members most need... https://t.co/g979AoWQZn
11:59:39 15:59:39	Cathryn Hrudicka @CreativeSage		I see that @quickmuse and @adhansen are already jammin' at #innochat — although we officially start at noon ET. Inviting #BIF2017 people!
12:00:57 16:00:57	Ken Gordon @quickmuse		@CreativeSage @adhansen Hey, Cathryn! The struggle to make a living in the innovation biz was a big theme among aud... https://t.co/2PG07V9BmC
12:01:02 16:01:02	Adam Hansen @adhansen		Let's get this party started, @quickmuse #innochat
12:01:13 16:01:13	Cathryn Hrudicka @CreativeSage		RT @adhansen: Let's get this party started, @quickmuse #innochat
12:01:39 16:01:39	Cathryn Hrudicka @CreativeSage		RT @adhansen Let's get this party started, @quickmuse #innochat
12:02:50 16:02:50	Adam Hansen @adhansen		Please introduce yourself, innocats. I'm Adam Hansen, VP Innovation Ideas To Go. Career-long innodude. Behavioral innovationista. #innochat
12:02:59 16:02:59	Ken Gordon @quickmuse		@adhansen Introductions, please. Allow me to introduce Adam Hansen--a one-man ploymath ADD creativity tsunami who h... https://t.co/g979AoWQZn
12:03:22 16:03:22	Cathryn Hrudicka @CreativeSage		Framing post for today's #innochat, prompted by conversations at #BIF2017 : https://t.co/QdWSoeJyp4
12:04:23 16:04:23	Adam Hansen @adhansen		@quickmuse And I'll introduce Ken Gordon. Cat's bringing thoughtful humanism to innovation via provocative prose. A... https://t.co/LW5uOwCSEnA
12:05:52 16:05:52	Adam Hansen @adhansen		@GregStevensWin is knocking on the door. Be sure to tag with #innochat, and you get into the Zendo!
12:05:55 16:05:55	Ken Gordon @quickmuse		Who else is in the #innochat bungalow?

12:06:26 16:06:26	Carol Stephen @Carol_Stephen		Hello there! I'm Carol, social media manager living in the Santa Cruz mountains, California. #innochat
12:06:28 16:06:28	Ken Gordon @quickmuse		Why exactly are we doing this today, @adhansen? #innochat
12:06:50 16:06:50	Adam Hansen @adhansen		@Carol_Stephen Great to have you here, Carol! #innochat
12:07:15 16:07:15	Carol Stephen @Carol_Stephen		@adhansen Thanks! #innochat
12:07:44 16:07:44	Cathryn Hrudicka @CreativeSage		Cathryn Hrudicka, https://t.co/OFGvGzikzL — create & manage #innovation programs, coach execs & entrepreneurs.. #innochat
12:07:44 16:07:44	Rinku Agarwal Basu @rinkutalk		Hello! I'm Rinku tweeting frm India. A mgmt professional dealin wid proceses, systems n IT. Hre 2 gain new prspctivs on innovation #innochat
12:07:45 16:07:45	Adam Hansen @adhansen		@quickmuse There's a market mismatch, @quickmuse! Most companies get the need for innovation. Many brilliant innova... https://t.co/XMT06MUvWI
12:08:01 16:08:01	Greg Stevens @GregStevensWin		#innochat
12:08:15 16:08:15	Adam Hansen @adhansen		@CreativeSage Delighted to have you in the group today, Cathryn! #innochat
12:08:26 16:08:26	Cathryn Hrudicka @CreativeSage		Noticing some lag time on chat platforms & Twitter...patience while we buffer streams... #innochat
12:08:27 16:08:27	Brenda Young @4byoung		Oops! Is it noon already? Need to check in on the innovation conversation with the Innocats. #innochat
12:08:36 16:08:36	Adam Hansen @adhansen		@rinkutalk Rinku! Great! Thanks for joining today. #innochat
12:08:55 16:08:55	Cathryn Hrudicka @CreativeSage		@adhansen Great to be back at #innochat! Come join us, #BIF2017 people!
12:08:56 16:08:56	Ken Gordon @quickmuse		@adhansen So where's the mismatch? And what the hell can we do to help people with the professional matchmaking? #innochat
12:09:04 16:09:04	Adam Hansen @adhansen		@4byoung Cool, Brenda! Thanks for playing! #innochat
12:09:09 16:09:09	Cathryn Hrudicka @CreativeSage		RT @4byoung Oops! Is it noon already? Need to check in on the innovation conversation with the Innocats. #innochat
12:09:14 16:09:14	Carol Stephen @Carol_Stephen		@CreativeSage I'm using tchat.io ~ what are you using to chat? #innochat
12:09:44 16:09:44	Cathryn Hrudicka @CreativeSage		@Carol_Stephen I have Tweetchat & Twubs, but could also toggle tchat.io :-) #innochat
12:09:46 16:09:46	Ken Gordon @quickmuse		@sandymaxey Well... I guess if the general audience hears you use 'em they're not as obscure as they might otherwise be... #innochat
12:09:56 16:09:56	Adam Hansen @adhansen		@quickmuse So many matchmaking mentors, no? Surely great innovation minds can mine the metaphors! #innochat
12:10:06 16:10:06	Cathryn Hrudicka @CreativeSage		RT @adhansen @quickmuse So many matchmaking mentors, no? Surely great innovation minds can mine the metaphors! #innochat
12:10:21 16:10:21	sandymaxey @sandymaxey		@quickmuse @adhansen I think there are numerous variables related to this "mismatch"- though I am not certain that is what it is. #innochat
12:10:22 16:10:22	Ken Gordon @quickmuse		@adhansen So many Ms! #innochat Mmmmmm...
12:10:24 16:10:24	Carol Stephen @Carol_Stephen		Are you interested in innovation? Come join the chat on #innochat happening right now!

12:10:37 16:10:37	Brenda Young @4byoung		RT @adhansen: @quickmuse So many matchmaking mentors, no? Surely great innovation minds can mine the metaphors! #innochat
12:10:38 16:10:38	Cathryn Hrudicka @CreativeSage		RT @Carol_Stephen Are you interested in innovation? Come join the chat on #innochat happening right now!
12:11:19 16:11:19	Ken Gordon @quickmuse		@4byoung @adhansen Hey there, Brenda! #innochat Looking forward to your take on making a living in the innoworld.
12:11:58 16:11:58	Imran Hafeez @roomeezon		RT @CreativeSage: Cathryn Hrudicka, https://t.co/OFgvGzikzL — create & manage #innovation programs, coach execs & entrepreneurs.. #innochat
12:12:25 16:12:25	Rinku Agarwal Basu @rinkutalk		#Innochat the place to be in right now https://t.co/r9Kc90ea2k
12:12:28 16:12:28	Ken Gordon @quickmuse		Shall we slide into Q1, @adhansen? #innochat
12:13:01 16:13:01	Ken Gordon @quickmuse		@Carol_Stephen Hi, Caro! #innochat
12:13:06 16:13:06	Cathryn Hrudicka @CreativeSage		RT @quickmuse: Shall we slide into Q1, @adhansen? #innochat
12:13:09 16:13:09	Adam Hansen @adhansen		@sandymaxey @quickmuse Sandy! Great having you here! Need your perspective. If not a mismatch, how would you typify it? #innochat
12:13:20 16:13:20	Brenda Young @4byoung		@quickmuse @adhansen Looking forward to see the answers for Q1. #innochat
12:13:30 16:13:30	Adam Hansen @adhansen		@quickmuse Orale, vato! #innochat
12:13:52 16:13:52	Carol Stephen @Carol_Stephen		@quickmuse Hey, Ken! How's life treating you? #innochat
12:13:59 16:13:59	Ken Gordon @quickmuse		Q1 What are the most successful ways you've won innovation work? Do you use data? Stories? A carefully defined proc... https://t.co/xo48ybouYy
12:14:32 16:14:32	Ken Gordon @quickmuse		@Carol_Stephen Kindly, Carol. And yourself? #innochat
12:14:32 16:14:32	Adam Hansen @adhansen		@quickmuse A1. Sheer animal magnetism. #innochat
12:15:01 16:15:01	Carol Stephen @Carol_Stephen		@quickmuse Still kicking, Adam! :D #innochat
12:15:05 16:15:05	Ken Gordon @quickmuse		@adhansen Orgs are attracted to sheer animals? Interesting! ;) #innochat
12:15:14 16:15:14	Cathryn Hrudicka @CreativeSage		RT @quickmuse Q1 What are the most successful ways you've won innovation work? Use data? Stories? A carefully defined process #innochat
12:15:45 16:15:45	Ken Gordon @quickmuse		@Carol_Stephen Call me Ishmael. Or Levon. https://t.co/o8KPFK6kxq #innochat
12:15:49 16:15:49	Adam Hansen @adhansen		@quickmuse A1. Had to get that in there. A few more jokes. Seriously, it's having great conversations. Listening li... https://t.co/aKr5OCdOTN
12:16:59 16:16:59	Carol Stephen @Carol_Stephen		A1. Having innovation as part of a solution, with a third party sponsoring or supporting has worked well. #innochat
12:17:05 16:17:05	Cathryn Hrudicka @CreativeSage		@quickmuse I've used a blend of stories, data, but especially, how I would help clients solve their problems. Build relationships. #innochat
12:17:23 16:17:23	Cathryn Hrudicka @CreativeSage		RT @Carol_Stephen: A1. Having innovation as part of a solution, with a third party sponsoring or supporting has worked well. #innochat
12:17:32 16:17:32	Ken Gordon @quickmuse		@adhansen So maybe people need to work on the Art of Conversation. To figure out how to hold their own in the dialo... https://t.co/wxI8z78eZG

12:17:40 16:17:40	Brenda Young @4byoung		RT @Carol_Stephen: A1. Having innovation as part of a solution, with a third party sponsoring or supporting has worked well. #innochat
12:17:59 16:17:59	Adam Hansen @adhansen		A1. Doing your dangedness to move from distinction to being remarkable and trying for indispensability. What 1 thing gets closest? #innochat
12:18:15 16:18:15	Rinku Agarwal Basu @rinkutalk		A1 hv used a cmbination of data trend n story 2 re-design an age old proces. Story brings in nostalgia, purpose and connection. #innochat
12:19:06 16:19:06	Carol Stephen @Carol_Stephen		@adhansen Goodness! I do love "dangedness." #innochat
12:19:28 16:19:28	Cathryn Hrudicka @CreativeSage		#Innovation projects often start or masquerade as something else...new digital mktg. initiatives, culture change, etc. #innochat
12:19:36 16:19:36	Adam Hansen @adhansen		@quickmuse Yes. It helps to know enough about your client's company and industry to ask probing questions. At least... https://t.co/RPW4nAguMc
12:20:15 16:20:15	Ken Gordon @quickmuse		@CreativeSage A really good way to create relations w/Wise and Influential People is to read what they publish and... https://t.co/F2QgDZ9a1L
12:20:49 16:20:49	sandymaxey @sandymaxey		@adhansen @quickmuse IMO, it is as much about legacy systems sclerosis, and all of the systemic biases which have h... https://t.co/boNyN9jYOR
12:20:59 16:20:59	Cathryn Hrudicka @CreativeSage		You MUST cultivate relationships with CSuite or high level leaders. #Innovation (or other named) projects championed within org. #innochat
12:21:35 16:21:35	Brenda Young @4byoung		@CreativeSage True. Ppl don't often realize that prob is more about how to innovate and integrate that into their current culture. #innochat
12:21:40 16:21:40	Adam Hansen @adhansen		@quickmuse @CreativeSage As (oh here we go...) a newish author, I can validate the bejammers outta this. Thrilling... https://t.co/r6r14G5iLL
12:21:41 16:21:41	Ken Gordon @quickmuse		@adhansen It's a helluva good idea not to go in there and start selling your services. #innochat I had a couple of... https://t.co/i2DtVTuapU
12:22:26 16:22:26	sandymaxey @sandymaxey		@CreativeSage Yes, Usually numerous conversations, over time. #Innochat
12:22:27 16:22:27	Carol Stephen @Carol_Stephen		@CreativeSage True: cultivating CSuite relationships and finding champions are the way. #innochat
12:22:39 16:22:39	Brenda Young @4byoung		RT @quickmuse: @adhansen It's a helluva good idea not to go in there and start selling your services. #innochat I had a couple of people at...
12:22:41 16:22:41	Cathryn Hrudicka @CreativeSage		RT @Carol_Stephen: @CreativeSage True: cultivating CSuite relationships and finding champions are the way. #innochat
12:22:50 16:22:50	Ken Gordon @quickmuse		@sandymaxey @adhansen As AH would say: you gotta outsmart their instincts! #innochat Biases suck, but they can be overcome. Right, Adam?
12:23:47 16:23:47	Ken Gordon @quickmuse		The wise @HessEdward advices quieting your ego. #innochat I second that!
12:23:57 16:23:57	Adam Hansen @adhansen		@quickmuse @sandymaxey Awareness, a simple framework, and some team accountability will make a huge difference in b... https://t.co/YkuryHG6ll
12:24:12 16:24:12	John W Lewis @JohnWLewis		Looking forward very much to reading the conversation during #innochat with @quickmuse and @adhansen in the hot seats! (I'm out this week.)
12:24:16 16:24:16	Brenda Young @4byoung		+1 RT @quickmuse: @sandymaxey @adhansen ...you gotta outsmart their instincts! Biases suck, but can be overcome. Right, Adam? #innochat
12:24:25 16:24:25	Cathryn Hrudicka @CreativeSage		Sometimes you can partner w/someone who has connections to the high level leaders or champion. Get to know working style w/partner #innochat
12:24:35 16:24:35	Brenda Young @4byoung		RT @JohnWLewis: Looking forward very much to reading the conversation during #innochat with @quickmuse and @adhansen in the hot seats! (I'm...
12:24:41 16:24:41	Ken Gordon @quickmuse		A1 Can we talk about data vs. stories? Can anyone talk concretely about using them in combination to win work?... https://t.co/JNTGYNYjKe

12:24:45 16:24:45	Cathryn Hrudicka @CreativeSage		RT @JohnWLewis: Looking forward very much to reading the conversation during #innochat with @quickmuse and @adhansen in the hot seats! (I'm...
12:25:12 16:25:12	Cathryn Hrudicka @CreativeSage		RT @sandymaxey: @CreativeSage Yes, Usually numerous conversations, over time. #Innochat
12:25:24 16:25:24	Adam Hansen @adhansen		@quickmuse @HessEdward You can't serve two master! The ego is a monster. @HessEdward nailed it. #innochat
12:25:29 16:25:29	Rinku Agarwal Basu @rinkutalk		Innovative ideas hv gained far more acceptance than wht it had about a decade ago. ppl r willin 2 pay for innovation mor than evr #innochat
12:25:33 16:25:33	Ken Gordon @quickmuse		Q2 Are clients today looking for something different than the clients of yesterday (or yesteryear)? If so: what do... https://t.co/tRlnBObps6
12:25:54 16:25:54	sandymaxey @sandymaxey		@adhansen @quickmuse Yet they are deeply embedded into societal dynamics. #innochat
12:25:55 16:25:55	Ken Gordon @quickmuse		@adhansen @HessEdward No serviam! (as someone once said). #innochat
12:26:14 16:26:14	Greg Stevens @GregStevensWin		I've published articles with lots of data on how to improve innovation; that's helpful. The readers then contact me, vs.me them #innochat.
12:26:29 16:26:29	Cathryn Hrudicka @CreativeSage		@sandymaxey #Innovation is not a quick-sell and co's are results-oriented. It can take months or even a year to sign a contract. #innochat
12:26:40 16:26:40	Carol Stephen @Carol_Stephen		Unless you've got the charisma of a Tony Robbins, you'll need a champion for your innovation! #Innochat https://t.co/mU7Wo8sR1h
12:27:13 16:27:13	Ken Gordon @quickmuse		@sandymaxey @adhansen I think many wannabe innovators either have never worked in a complex org or haven't properly... https://t.co/DWCIUyEzETe
12:27:57 16:27:57	Diddle @diddleapp		RT @CreativeSage: Cathryn Hrudicka, https://t.co/OFgvGzikzL — create & manage #innovation programs, coach execs & entrepreneurs.. #innochat
12:28:14 16:28:14	Adam Hansen @adhansen		@quickmuse @CreativeSage Data/Story combo killer! Specific client case in granular detail makes the data. Story get... https://t.co/IEwLy8Df67
12:28:48 16:28:48	Ken Gordon @quickmuse		@CreativeSage @sandymaxey Right right right. You need to develop the skill of patience in this biz. #innochat Not o... https://t.co/t7wPQLhDSr
12:29:25 16:29:25	Cathryn Hrudicka @CreativeSage		@quickmuse @adhansen You can take your research & convos, match a story to their goals, weave in data. Always focus... https://t.co/oHXpm9ZD05
12:29:27 16:29:27	Rinku Agarwal Basu @rinkutalk		A2 clients want more value for less. Age old methods dont wrk anymore. every assignment demands a new thinking. #innochat
12:30:04 16:30:04	Matthew Murrie @MattMurrie		@quickmuse @sandymaxey @adhansen #WhatIf I'm still struggling to properly identifying decision-makers...but eager to learn! #innochat
12:30:08 16:30:08	Ken Gordon @quickmuse		@adhansen @CreativeSage The point: when pitching for work: know that you have the most emotionally resonant stories... https://t.co/26lilUt5RE
12:30:09 16:30:09	Rinku Agarwal Basu @rinkutalk		@adhansen @quickmuse @CreativeSage exactly my point too. story builds connect. #Innochat
12:30:15 16:30:15	Cathryn Hrudicka @CreativeSage		Patience is key. You must have other faster-income strategies while you wait, or savings/resources to see you throu... https://t.co/Aclr2Mx4yb
12:30:55 16:30:55	sandymaxey @sandymaxey		@quickmuse @CreativeSage I have found it more beneficial to avoid the word "innovation" altogether- in dialogue and... https://t.co/Rwk9vIp3AO
12:31:07 16:31:07	Ken Gordon @quickmuse		@MattMurrie @sandymaxey @adhansen Consider the org you're pitching and see who they send out in public to speak for... https://t.co/3Jmdpz4iAd
12:31:15 16:31:15	Adam Hansen @adhansen		A1. Breaking down INNOVATION helps. @GregStevensWin started thinking abt the right type of innovator 4 diff innov stage years ago. #innochat
12:31:39 16:31:39	Matthew Murrie @MattMurrie		@adhansen Matt Murrie Chief Curiosity Curator for #WhatIf360 & Chief Learning Officer for @Belouga_ #RCUS maker & #innochat super for 🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶🐶










12:31:54 16:31:54	Cathryn Hrudicka @CreativeSage		It's often hard to know whether or when to "give up" — but I've gotten some great projects after more than a yr. Ch... https://t.co/TtuNi2rKoH
12:32:01 16:32:01	Ken Gordon @quickmuse		@sandymaxey @CreativeSage Could it be that the folks at #innochat and @TheBIF are emphasizing the wrong word? Hmmm...
12:32:33 16:32:33	Adam Hansen @adhansen		@sandymaxey @quickmuse @CreativeSage "Innovation" unqualified is too broad. Has been used indiscriminately and lost... https://t.co/nj5YC6Tjvz
12:32:37 16:32:37	Carol Stephen @Carol_Stephen		A2. Clients want everything faster. They want to cut to the chase. #innochat
12:32:57 16:32:57	Brenda Young @4byoung		RT @Carol_Stephen: Unless you've got the charisma of a Tony Robbins, you'll need a champion for your innovation! #Innochat https://t.co/mU7...
12:32:58 16:32:58	Cathryn Hrudicka @CreativeSage		RT @Carol_Stephen: A2. Clients want everything faster. They want to cut to the chase. #innochat
12:33:20 16:33:20	Adam Hansen @adhansen		@MattMurrie @Belouga_ @MattMurrie knows whaddup. Drop some wisdom, brother! #innochat
12:33:29 16:33:29	Ken Gordon @quickmuse		@MattMurrie @sandymaxey @adhansen Make big shots into your colleagues: https://t.co/kwVFY5Ge9W #innochat
12:33:50 16:33:50	Greg Stevens @GregStevensWin		I love to focus on results. But - a difficulty w. innovation is it can takes years to see the money/results, from innovations.#innochat
12:34:28 16:34:28	Brenda Young @4byoung		+1 RT @Carol_Stephen: A2. Clients want everything faster. They want to cut to the chase. #innochat
12:34:32 16:34:32	Cathryn Hrudicka @CreativeSage		I agree, often, a different word or phrase is used to describe what they want. You should go w/their language, solv... https://t.co/9tBin7wNyI
12:34:58 16:34:58	Adam Hansen @adhansen		@quickmuse @CreativeSage @quickmuse, did you get the 280-character rollout before the rest of us? Yikes! #innochat
12:35:13 16:35:13	Mike Brown @Brainzooming		3 Questions When Your Innovation ROI Doesn't Satisfy the Boss https://t.co/E7NAUHdKcC #innochat #innovation #CEO
12:35:16 16:35:16	Ken Gordon @quickmuse		@GregStevensWin Helps to start on the pilot level and then, once you prove yourself on a small scale, expand... https://t.co/7jSelddpBi
12:35:41 16:35:41	Ken Gordon @quickmuse		@adhansen @CreativeSage Character counts, baby! ;) #innochat
12:35:55 16:35:55	Cathryn Hrudicka @CreativeSage		RT @quickmuse: @adhansen @CreativeSage Character counts, baby! ;) #innochat
12:35:59 16:35:59	Brenda Young @4byoung		@GregStevensWin Yes. I think that is one of the biggest problems. Results can be a "long slog" like running through peanut butter. #innochat
12:36:27 16:36:27	Brenda Young @4byoung		RT @Brainzooming: 3 Questions When Your Innovation ROI Doesn't Satisfy the Boss https://t.co/E7NAUHdKcC #innochat #innovation #CEO
12:36:49 16:36:49	Rinku Agarwal Basu @rinkutalk		@GregStevensWin Innovation n patience go side by side. 1 who is impatient often giv up early on n the efforts go do... https://t.co/P4sboKHkMj
12:36:59 16:36:59	Carol Stephen @Carol_Stephen		Tweets about #innochat have reached 78,392 accounts https://t.co/ayRfwIWAJJ via @unionmetrics
12:37:13 16:37:13	Cathryn Hrudicka @CreativeSage		@4byoung @GregStevensWin You can't be into "quick sales" to do innovation projects. I toggle between types of projects/streams. #innochat
12:37:40 16:37:40	Cathryn Hrudicka @CreativeSage		RT @Carol_Stephen: Tweets about #innochat have reached 78,392 accounts https://t.co/ayRfwIWAJJ via @unionmetrics
12:37:43 16:37:43	Andrea Villeneuve @DreaVilleneuve		@CreativeSage My take is stop that sentence after relationships. You don't know who is talking to whom and could help you. #innochat
12:37:57 16:37:57	Ken Gordon @quickmuse		A3 One of the best exercises in articulating one's value is... writing out exactly what your value is and publishin... https://t.co/E4QH3hOM5b

12:38:30 16:38:30	Adam Hansen @adhansen		Hey, I want to challenge you, innocats. Can you distill what your 1 point of remarkability or indispensability is? Tweet or chew. #innochat
12:39:23 16:39:23	Ken Gordon @quickmuse		@rinkutalk @GregStevensWin If you're after instant gratification, you'll be a miserable innovator! #innochat
12:39:25 16:39:25	Cathryn Hrudicka @CreativeSage		@DreaVilleneuve It's always about relationships, and being able to leverage them. Per @JorgeBarba says, we often fail in follow-up #innochat
12:39:45 16:39:45	Ken Gordon @quickmuse		@4byoung @GregStevensWin Crunchy or smooth? #innochat Asking for a friend...
12:39:57 16:39:57	Saul Kaplan @skap5		Late to an interesting #innochat. Never too busy innovating to talk about innovation!
12:40:34 16:40:34	Adam Hansen @adhansen		@skap5 Great having you here, @skap5! #innochat
12:40:36 16:40:36	Cathryn Hrudicka @CreativeSage		@skap5 Hooray, glad you're joining us, and would love your insights! #BIF2017 #innochat
12:41:14 16:41:14	Ken Gordon @quickmuse		@CreativeSage @DreaVilleneuve @jorgebarba First relate: https://t.co/LqaiTMkhWx . Afterwards, you figure it out. #innochat
12:41:38 16:41:38	Greg Stevens @GregStevensWin		Sure: I always help find a major new profitable opportunity for clients, typically with realizable sales over \$0.5 billion/yr.#innochat
12:41:44 16:41:44	Cathryn Hrudicka @CreativeSage		RT @quickmuse: @CreativeSage @DreaVilleneuve @jorgebarba First relate: https://t.co/LqaiTMkhWx . Afterwards, you figure it out. #innochat
12:41:45 16:41:45	Andrea Villeneuve @DreaVilleneuve		@CreativeSage @jorgebarba That's often true. #innochat
12:42:16 16:42:16	Ken Gordon @quickmuse		@Carol_Stephen You can indeed make a living at this--if you know what you're work, and spell it out properly! #innochat
12:42:26 16:42:26	Adam Hansen @adhansen		A3 We know the gulf btw repeat clients and never-beens, b/c we're so diff than norm. We ask our best to give prospects their take. #innochat
12:43:02 16:43:02	Ken Gordon @quickmuse		Q4 Of the various ways people can spell out their value--in person, in writing, on the phone, on social--which one... https://t.co/nuiAYEHATs
12:43:11 16:43:11	Carol Stephen @Carol_Stephen		@quickmuse And also give people an easy way to work with you! #innochat
12:43:31 16:43:31	Rinku Agarwal Basu @rinkutalk		RT @quickmuse: @Carol_Stephen You can indeed make a living at this--if you know what you're work, and spell it out properly! #innochat
12:44:33 16:44:33	Cathryn Hrudicka @CreativeSage		@adhansen Using a cross-disciplinary approach & excellent, focused connecting of people & resources to produce optimum results. #innochat
12:44:50 16:44:50	Adam Hansen @adhansen		A4 Because I'm a needy ham, in person is always my preference. No nightmare, but just sending a document seems lost opportunity. #innochat
12:44:54 16:44:54	Ken Gordon @quickmuse		@adhansen You first: What's yours? #INNOCHAT
12:44:54 16:44:54	Carol Stephen @Carol_Stephen		A3. Goes back again to finding champions. Championing yourself doesn't go nearly as far! #innochat
12:45:31 16:45:31	Greg Stevens @GregStevensWin		Communicating the benefits is difficult. Everyone says they can help. Few have data. & Listeners/clients can't properly discern.#innochat
12:45:47 16:45:47	Matthew Murrie @MattMurrie		@adhansen #Curiosity #innochat
12:45:57 16:45:57	Cathryn Hrudicka @CreativeSage		@adhansen Totally, never send a big proposal until you've made a real connection IN PERSON. You can start w/digital, but meet them #innochat
12:45:59 16:45:59	Rinku Agarwal Basu @rinkutalk		A4 In-person is always ideal to create an impression howvr the scope n reachability of social is infinite. #innochat

12:46:21 16:46:21	Carol Stephen @Carol_Stephen		A4. From easiest to hardest: 1. social 2. writing 3. phone 4. in person #innochat
12:47:06 16:47:06	Adam Hansen @adhansen		@rinkutalk Social to break the ice and determine who your folks really are, followed by IRL meets--the real deal! #innochat
12:47:10 16:47:10	Carol Stephen @Carol_Stephen		+1 @rinkutalk: A4 In-person is always ideal to create an impression howvr the scope n reachability of social is infinite. #innochat
12:47:34 16:47:34	Cathryn Hrudicka @CreativeSage		RT @adhansen: @rinkutalk Social to break the ice and determine who your folks really are, followed by IRL meets--the real deal! #innochat
12:47:48 16:47:48	Rinku Agarwal Basu @rinkutalk		with you Cathryn #Innochat https://t.co/aFhHuRD2bT
12:47:50 16:47:50	Saul Kaplan @skap5		Don't spell out your value as an innovation strategist and practitioner, demonstrate your value. #innochat
12:47:57 16:47:57	Carol Stephen @Carol_Stephen		@adhansen I like to meet IRL, but some of my clients are pretty far away. #innochat
12:48:18 16:48:18	Cathryn Hrudicka @CreativeSage		RT @skap5: Don't spell out your value as an innovation strategist and practitioner, demonstrate your value. #innochat
12:48:34 16:48:34	Vince Skolny @VinceSkolny		I wrote a @SkolnyOrg value statement and published it each week for 3 years while hosting #GTIdeology Happy Hour. M... https://t.co/ZvopqqmvtN
12:48:38 16:48:38	Ken Gordon @quickmuse		A4 I try not to be daunted by signs of wealth and power in talking w/execs in person ... but it can be difficult. #innochat
12:48:49 16:48:49	Sunil Malhotra @SunilMalhotra		A4. Let your work speak for you? #innochat (pardon the late entry)
12:49:05 16:49:05	Adam Hansen @adhansen		@Carol_Stephen Sure. Videocalls even better than phone...and I look like this! Yikes! It ain't about the pretties,... https://t.co/vlEevmkNFs
12:49:27 16:49:27	Sunil Malhotra @SunilMalhotra		RT @Carol_Stephen: @adhansen I like to meet IRL, but some of my clients are pretty far away. #innochat
12:49:31 16:49:31	Cathryn Hrudicka @CreativeSage		@rinkutalk (A4) Through cultivation of contacts & ongoing conversation, develop what you've discussed digitally or by phone. #innochat
12:49:33 16:49:33	Ken Gordon @quickmuse		Q5 What advice would you give to people who are trying to identify the gatekeepers in a given org? #innochat
12:49:45 16:49:45	Cathryn Hrudicka @CreativeSage		RT @quickmuse: Q5 What advice would you give to people who are trying to identify the gatekeepers in a given org? #innochat
12:50:02 16:50:02	Ken Gordon @quickmuse		RT @quickmuse: Q5 What advice would you give to people who are trying to identify the gatekeepers in a given org? #innochat
12:50:30 16:50:30	Adam Hansen @adhansen		@quickmuse I often imagine that many of these cats had major daddy issues, then I want to hug them, then the convo... https://t.co/tC6DH9SIWp
12:50:36 16:50:36	Carol Stephen @Carol_Stephen		@adhansen Yes on the video calls! Those can be a bit rough on us introverts, tho. #innochat
12:50:52 16:50:52	Ken Gordon @quickmuse		@CreativeSage @rinkutalk Plan to bring something NEW to each conversation. #innochat Don't just repeat yourself in... https://t.co/WFXoHfLgt
12:51:01 16:51:01	Cathryn Hrudicka @CreativeSage		@quickmuse Always go beyond "gatekeepers." This involves research & meeting leaders who can sign off on projects. #innochat
12:51:17 16:51:17	Sunil Malhotra @SunilMalhotra		A5. Gatekeepers are easy to identify. Actually they give themselves away ... look for a show of authority. #innochat
12:51:19 16:51:19	Carol Stephen @Carol_Stephen		RT @quickmuse: Q5 What advice would you give to people who are trying to identify the gatekeepers in a given org? #innochat
12:51:21 16:51:21	Ken Gordon @quickmuse		@adhansen Do you literally hug them? #innochat

12:51:31 16:51:31	Cathryn Hrudicka @CreativeSage		RT @quickmuse: @CreativeSage @rinkutalk Plan to bring something NEW to each conversation. #innochat Don't just repeat yourself in various m...
12:51:34 16:51:34	Adam Hansen @adhansen		@Carol_Stephen Oh yeah. I'm a raging E. (on the off chance that weren't painfully obvious) #innochat
12:52:02 16:52:02	Rinku Agarwal Basu @rinkutalk		A5 Must focus on decision makers rather than gatekeepers. If you bring in VALUE with VALUES, no way u go unnoticed. #innochat
12:52:04 16:52:04	Ken Gordon @quickmuse		@CreativeSage How do you yourself get to these leaders? #innochat
12:52:16 16:52:16	Sunil Malhotra @SunilMalhotra		A5. Gatekeepers get pissed if you call their bluff. Try it. #innochat
12:52:17 16:52:17	Saul Kaplan @skap5		Have a clear point of view of how to deliver innovation outcomes & live it. Help people know what to expect from you. #innochat
12:52:39 16:52:39	Carol Stephen @Carol_Stephen		A5. Offer something of value to both the gatekeeper and the leader, and keep the meeting short. #innochat
12:52:53 16:52:53	sandymaxey @sandymaxey		@quickmuse A1 Read as much as you can about every project done. Might be sector dependent though. #Innochat
12:53:06 16:53:06	Cathryn Hrudicka @CreativeSage		@skap5 This is the crux, you can demonstrate not only via past project success, but guide solutions for prospect in real time. #innochat
12:53:28 16:53:28	Cathryn Hrudicka @CreativeSage		RT @skap5: Have a clear point of view of how to deliver innovation outcomes & live it. Help people know what to expect from you. #innochat
12:53:28 16:53:28	Adam Hansen @adhansen		A5 Find your internal sleeper-cell agent. Who really digs you inside the company (or is on the path to)? Get the breakdown. #innochat
12:53:31 16:53:31	Carol Stephen @Carol_Stephen		@adhansen No, your "E-ness" is not obvious here. :D #innochat
12:53:40 16:53:40	Sunil Malhotra @SunilMalhotra		RT @Carol_Stephen: @adhansen No, your "E-ness" is not obvious here. :D #innochat
12:53:54 16:53:54	Ken Gordon @quickmuse		@sandymaxey Ensuring that you make yourself as smart as you can be, while remaining HUMBLE, is absolutely essential! #innochat
12:54:37 16:54:37	Sunil Malhotra @SunilMalhotra		@quickmuse @sandymaxey This! Ensuring that you make yourself as smart as you can be, while remaining HUMBLE, is abs... https://t.co/CuEUfGFnQ5
12:54:38 16:54:38	Cathryn Hrudicka @CreativeSage		I actually think introverts can excel at this—we're patient, deep thinkers, love research, are results-focused, see big picture! #innochat
12:54:41 16:54:41	Adam Hansen @adhansen		A5 Talk to recently departed from that company to get the full skinny on the machinations. Who makes it happen? These cats spill. #innochat
12:55:00 16:55:00	Carol Stephen @Carol_Stephen		Best advice I got about in-person presentations? "Be yourself, only better." #innochat
12:55:01 16:55:01	Ken Gordon @quickmuse		@adhansen And how do you do that? #innochat Social ethnography is an answer: https://t.co/Ktdntuwaol
12:55:20 16:55:20	Cathryn Hrudicka @CreativeSage		RT @quickmuse: @adhansen And how do you do that? #innochat Social ethnography is an answer: https://t.co/Ktdntuwaol
12:55:46 16:55:46	Ken Gordon @quickmuse		We are RUNNING OUT OF TIME! #innochat Q6 up next!
12:56:00 16:56:00	Ken Gordon @quickmuse		Q6 How can this group help you improve in making the case for yourself--or--what services can you offer the group? #innochat
12:56:07 16:56:07	Carol Stephen @Carol_Stephen		+100 @CreativeSage Introverts can excel at this—we're patient, deep thinkers, love research, results-focused, see big picture! #innochat
12:56:19 16:56:19	Cathryn Hrudicka @CreativeSage		RT @quickmuse: Q6 How can this group help you improve in making the case for yourself--or--what services can you offer the group? #innochat

12:56:22 16:56:22	Carol Stephen @Carol_Stephen		RT @quickmuse: Q6 How can this group help you improve in making the case for yourself--or--what services can you offer the group? #innochat
12:57:00 16:57:00	Ken Gordon @quickmuse		A6 Bet some innocats would be willing to do some test-run convos w/you (before you start talking to big shots about new projects). #innochat
12:57:05 16:57:05	Carol Stephen @Carol_Stephen		A6. Perhaps by making introductions to others who can use the services of people in the group. #innochat
12:57:15 16:57:15	Cathryn Hrudicka @CreativeSage		@quickmuse Big picture, hold vision for projects, bring in knowledge of many disciplines & resources, foster collaborations. #innochat
12:57:37 16:57:37	Saul Kaplan @skap5		Selling to gatekeepers is a bad strategy. Their job is to block you. Enable leaders w/ the actual pain point to sell you. #innochat
12:57:37 16:57:37	Cathryn Hrudicka @CreativeSage		RT @Carol_Stephen: A6. Perhaps by making introductions to others who can use the services of people in the group. #innochat
12:57:38 16:57:38	Ken Gordon @quickmuse		A6 Next time you want into an org, ask the group, "Anyone know anyone at X?" #innochat
12:57:56 16:57:56	Carol Stephen @Carol_Stephen		YES! @quickmuse: A6 Next time you want into an org, ask the group, "Anyone know anyone at X?" #innochat
12:58:15 16:58:15	Cathryn Hrudicka @CreativeSage		RT @Carol_Stephen: YES! @quickmuse: A6 Next time you want into an org, ask the group, "Anyone know anyone at X?" #innochat
12:58:17 16:58:17	Greg Stevens @GregStevensWin		I like hearing real-world suggestions from the people here who have "been there," & KNOW what works -- & what to avoid! #innochat
12:58:43 16:58:43	Rinku Agarwal Basu @rinkutalk		A6 we hv to help each othr avoid re-inventing the wheel when faced with a similar problem to solve. Pitch in and share the wisdom. #innochat
12:58:43 16:58:43	Vince Skolny @VinceSkolny		@quickmuse Would you really risk your reputation on somebody you only knew in a twitter chat? I would not. Nor woul... https://t.co/t4mWw7UGRt
12:58:49 16:58:49	Adam Hansen @adhansen		A6 FWIW, I do positioning work for F250 companies. Happy to get on a group call, share insights for your biz. I will push you! #innochat
12:59:47 16:59:47	Ken Gordon @quickmuse		OK. Thanks @adhansen for co-hosting this shindig, and to all the #innochat friends out there w/yer good answers and... https://t.co/2sGnSZiU3l
13:00:11 17:00:11	Cathryn Hrudicka @CreativeSage		@adhansen Would love to follow-up with you on this! Remember discussing with you a few yrs. ago. Positioning keeps adjusting;-) #innochat
13:00:25 17:00:25	Cathryn Hrudicka @CreativeSage		RT @quickmuse: OK. Thanks @adhansen for co-hosting this shindig, and to all the #innochat friends out there w/yer good answers and question...
13:01:11 17:01:11	Cathryn Hrudicka @CreativeSage		@quickmuse @adhansen I think we need follow-ups to this chat! We could continue in another chat, or Skype, discussion group, etc. #innochat
13:01:17 17:01:17	Ken Gordon @quickmuse		@VinceSkolny There are some trustworthy folks here. Maybe trust but verify? #innochat
13:01:18 17:01:18	Carol Stephen @Carol_Stephen		Thank you @quickmuse and @adhansen for leading #Innochat today! https://t.co/Xs3mFdBKZN
13:01:18 17:01:18	Adam Hansen @adhansen		@quickmuse @quickmuse, all the convo leading up to this (and that will continue) has been great. Thanks everyone! P... https://t.co/CfI45gOQK5
13:02:06 17:02:06	Rinku Agarwal Basu @rinkutalk		Thank you all for a lovely session #Innochat . Will jump in to the next chat on my schedule today- #twittersmarter. Check it out.
13:02:16 17:02:16	Sunil Malhotra @SunilMalhotra		RT @Carol_Stephen: Thank you @quickmuse and @adhansen for leading #Innochat today! https://t.co/Xs3mFdBKZN
13:02:32 17:02:32	Madalyn Sklar   @MadalynSklar		RT @rinkutalk: Thank you all for a lovely session #Innochat . Will jump in to the next chat on my schedule today- #twittersmarter. Check it...
13:02:42 17:02:42	Cathryn Hrudicka @CreativeSage		@Carol_Stephen @quickmuse @adhansen Seriously, thank you so much for leading this chat. So glad I was able to join this one! #innochat

13:02:52 17:02:52	Adam Hansen @adhansen		@Carol_Stephen @quickmuse Thanks for throwing in, Carol! #innochat
13:03:09 17:03:09	Greg Stevens @GregStevensWin		Thanks Adam, & Ken! #innochat
13:03:15 17:03:15	Adam Hansen @adhansen		Thanks for joining, @GregStevensWin! #innochat
13:03:40 17:03:40	Cathryn Hrudicka @CreativeSage		I've enjoyed meeting a few people today, who have joined #innochat since I had to stop doing it each week. Keep in touch!
13:03:42 17:03:42	Ken Gordon @quickmuse		@VinceSkolny In truth, a number of #innochat people know eachother IRL from @thebif summits. #innochat
13:03:56 17:03:56	Cathryn Hrudicka @CreativeSage		RT @quickmuse: @VinceSkolny In truth, a number of #innochat people know eachother IRL from @thebif summits. #innochat
13:05:08 17:05:08	Cathryn Hrudicka @CreativeSage		I hope @JohnWLewis is able to pull a transcript. Look for transcripts at the end of each framing post: https://t.co/jjofVEVPNJ #innochat
13:05:59 17:05:59	Cathryn Hrudicka @CreativeSage		... Usually, @JohnWLewis posts link to transcripts of #innochat within a day or two. Download & re-read, very helpful.
13:07:04 17:07:04	Cathryn Hrudicka @CreativeSage		RT @Carol_Stephen: Best advice I got about in-person presentations? "Be yourself, only better." #innochat
