

# Innochat

## What is Missing from Innovation?

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

Between **2017 Nov 02 11:45** and **2017 Nov 02 13:35**  
16 people sent 152 messages containing #innochat

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<b>11:57:40</b> 15:57:40	<b>John W Lewis</b> @JohnWLewis		During #innochat, starting in a few minutes, let's discuss the implications of the two chats on which this is based: <a href="https://t.co/KI09Xuqn5K">https://t.co/KI09Xuqn5K</a>
<b>11:58:23</b> 15:58:23	<b>Rebecca Broad</b> @RebeccaComms		Looking forward to observing / joining in with my first #innochat! Here's hoping my iPad stops autocorrecting to... <a href="https://t.co/faAndvDmQH">https://t.co/faAndvDmQH</a>
<b>11:59:10</b> 15:59:10	<b>John W Lewis</b> @JohnWLewis		@RebeccaComms Haha, Rebecca! Welcome to your first #innochat.
<b>12:00:24</b> 16:00:24	<b>John W Lewis</b> @JohnWLewis		Welcome to #innochat!
<b>12:01:37</b> 16:01:37	<b>John W Lewis</b> @JohnWLewis		Let's discuss the implications of the need to understand the needs of innovators and our understanding of what innovation is! #innochat
<b>12:02:44</b> 16:02:44	<b>John W Lewis</b> @JohnWLewis		Please introduce yourself as you arrive for #innochat.
<b>12:04:48</b> 16:04:48	<b>Okema/Kemee S.</b> @OkemaForever		Thanks all, scooting over to #innochat. #pfwchat
<b>12:05:12</b> 16:05:12	<b>John W Lewis</b> @JohnWLewis		Last week we discussed "What is Innovation for You?" in several dimensions. How does that help us with the concerns of 4 wks ago. #innochat
<b>12:05:15</b> 16:05:15	<b>Okema/Kemee S.</b> @OkemaForever		Hi, I'm Okema - from/in North Carolina. #innochat
<b>12:05:40</b> 16:05:40	<b>John W Lewis</b> @JohnWLewis		@OkemaForever Hi Okema, Welcome to #innochat!
<b>12:06:37</b> 16:06:37	<b>John W Lewis</b> @JohnWLewis		Something is evidently missing if we think we know what innovation is, but we don't understand its value to others. #innochat
<b>12:06:40</b> 16:06:40	<b>Rinku Agarwal Basu</b> @rinkutalk		Hello everyone there. Rinku tweeting from Pune, India. #innochat
<b>12:06:53</b> 16:06:53	<b>Okema/Kemee S.</b> @OkemaForever		RT @JohnWLewis: @OkemaForever Hi Okema, Welcome to #innochat! [Thank you #innochat
<b>12:07:33</b> 16:07:33	<b>John W Lewis</b> @JohnWLewis		@rinkutalk Hi Rinku, Good to see you. #innochat
<b>12:07:35</b> 16:07:35	<b>Mike Baldwin</b> @mikey3982		@JohnWLewis You got me at value #innochat hello all
<b>12:08:26</b> 16:08:26	<b>John W Lewis</b> @JohnWLewis		@mikey3982 Hi Mike! Yup, "value" is important. Sorry to catch you an hour earlier than normal! #innochat
<b>12:09:12</b> 16:09:12	<b>John W Lewis</b> @JohnWLewis		It seems clear to me that the "value proposition" of innovation is unclear to many people. #innochat <a href="https://t.co/rCE4yYIawE">https://t.co/rCE4yYIawE</a>

12:09:33 16:09:33	<b>Rinku Agarwal Basu</b> @rinkutalk		@JohnWLewis hey John, how have you been? #innochat
12:09:57 16:09:57	<b>Okema/Kemee S.</b> @OkemaForever		I'm chatting now about innovation I think on tchat.io ---> use the tag ---> #innochat
12:10:00 16:10:00	<b>John W Lewis</b> @JohnWLewis		@rinkutalk I've been OK, thanks, Runku! You? #innochat
12:10:10 16:10:10	<b>Jim Katzaman</b> @JKatzaman		Joining #innochat from Maryland to talk about the value proposition of innovation.
12:10:48 16:10:48	<b>John W Lewis</b> @JohnWLewis		Hi Jim, good to see you. I'm trying to stir up some controversy again! #innochat <a href="https://t.co/C8cRpMbs1u">https://t.co/C8cRpMbs1u</a>
12:11:24 16:11:24	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis Utility being what makes an individual esteem her or himself as subjectively happier and better off. #innochat
12:11:25 16:11:25	<b>Mike Baldwin</b> @mikey3982		@JohnWLewis is innovation creating value or shifted to other stakeholders? #innochat
12:11:29 16:11:29	<b>Rinku Agarwal Basu</b> @rinkutalk		@JohnWLewis Doing great other than being under the weather lately :( #innochat
12:11:44 16:11:44	<b>John W Lewis</b> @JohnWLewis		Hi Vince, good to see you. Interested in your view on how those two differ? #innochat <a href="https://t.co/zyBQLay76q">https://t.co/zyBQLay76q</a>
12:12:21 16:12:21	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis Hi, John. I just tweeted out a definition of utility w/ the #innochat tag. And will go ahead and differ... <a href="https://t.co/ZoTwuIX5Qk">https://t.co/ZoTwuIX5Qk</a>
12:12:22 16:12:22	<b>John W Lewis</b> @JohnWLewis		@rinkutalk Oh, sorry to hear that. Hoping nothing major and you're getting well again. #innochat
12:12:33 16:12:33	<b>John W Lewis</b> @JohnWLewis		RT @VinceSkolny: @JohnWLewis Hi, John. I just tweeted out a definition of utility w/ the #innochat tag. And will go ahead and differentiate...
12:12:56 16:12:56	<b>Jim Katzaman</b> @JKatzaman		@JohnWLewis That's very innovative of you, John. #innochat
12:13:26 16:13:26	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis "Value proposition," is our perspective of what others want or what we offer. It leads to "features and... <a href="https://t.co/QIY3BdfGUS">https://t.co/QIY3BdfGUS</a>
12:13:37 16:13:37	<b>John W Lewis</b> @JohnWLewis		Aha, that helps. When I was in Germany, I recall large numbers of bank holidays! #innochat <a href="https://t.co/iseZiocMOO">https://t.co/iseZiocMOO</a>
12:14:32 16:14:32	<b>John W Lewis</b> @JohnWLewis		Ah OK. I think of "value" being in the eye of the beholder. #innochat <a href="https://t.co/IcM2ohZbPj">https://t.co/IcM2ohZbPj</a>
12:14:45 16:14:45	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis Whereas a consumer's utility naturally leads to demand-based thinking: What does the consumer *want*? I... <a href="https://t.co/4WvG3OeDkx">https://t.co/4WvG3OeDkx</a>
12:15:05 16:15:05	<b>Mike Baldwin</b> @mikey3982		@JohnWLewis an extra one this year - once every 500 years for Martin Luther - good innovator vs institutions you could say #innochat
12:15:36 16:15:36	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis And, incidentally, I'm using "consumer" as the end user who will actually use or employ the innovation. #innochat
12:15:37 16:15:37	<b>Rinku Agarwal Basu</b> @rinkutalk		@JohnWLewis yup, getting better. no worries. thanks for asking #innochat
12:15:44 16:15:44	<b>Carol Stephen</b> @Carol_Stephen		Hi, I'm Carol, sliding in a bit late to #innochat
12:16:09 16:16:09	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis Exactly! That's utility. #innochat
12:16:14 16:16:14	<b>John W Lewis</b> @JohnWLewis		@VinceSkolny So, in your view, what is the "problem" faced by innovation people, as described in Ken and Adam's #innochat 4 weeks ago?
12:16:19 16:16:19	<b>Okema/Kemee S.</b> @OkemaForever		RT @Carol_Stephen: Hi, I'm Carol, sliding in a bit late to #innochat [Haven't started with q's yet]

12:16:45 16:16:45	<b>Okema/Kemee S.</b> @OkemaForever		Will there be Q's on the chat or open discussion - I exit on opens, hard to follow. #innochat
12:16:47 16:16:47	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Hi Carol, good to see you. Thanks for all your support, as always. #innochat
12:17:21 16:17:21	<b>Carol Stephen</b> @Carol_Stephen		@JohnWLewis Of course, John! And backatcha for the support. #innochat
12:17:23 16:17:23	<b>Mike Baldwin</b> @mikey3982		@VinceSkolny @JohnWLewis Its interesting that it can often not be the end users utility that decides whether an inn... <a href="https://t.co/bNcLTB7AIN">https://t.co/bNcLTB7AIN</a>
12:17:40 16:17:40	<b>John W Lewis</b> @JohnWLewis		@OkemaForever Sorry, I should have clarified. I think this topic is best discussed "with the traffic lights off"! #innochat
12:17:54 16:17:54	<b>Jim Katzaman</b> @JKatzaman		Corporate officials say they want innovation, but they and employees are aghast when they find out it involves change. #innochat
12:17:58 16:17:58	<b>Okema/Kemee S.</b> @OkemaForever		RT @JohnWLewis: @OkemaForever Sorry, I should have clarified. I think this topic is best discussed "with the traffic lights off"! #innochat
12:18:24 16:18:24	<b>John W Lewis</b> @JohnWLewis		@OkemaForever Do you mean that you'd prefer questions, Okema? #innochat
12:18:25 16:18:25	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis I'm not familiar with that #innochat, but it seems to me we get excited about our innovation qua innova... <a href="https://t.co/1orgP63Slu">https://t.co/1orgP63Slu</a>
12:18:34 16:18:34	<b>Okema/Kemee S.</b> @OkemaForever		Pardon me @JohnWLewis - clarify what you mean by the jargon, "Traffic lights off...". Perhaps I'm not understanding. #innochat
12:18:47 16:18:47	<b>Okema/Kemee S.</b> @OkemaForever		RT @JohnWLewis: @OkemaForever Do you mean that you'd prefer questions, Okema? #innochat [Your chat, I'm here to chime in :)]
12:19:18 16:19:18	<b>John W Lewis</b> @JohnWLewis		@mikey3982 @VinceSkolny Sure. The delivery of value has to work along the whole chain. If one link fails, it breaks. #innochat
12:19:52 16:19:52	<b>Vince Skolny</b> @VinceSkolny		@mikey3982 @JohnWLewis Good point! If the intermediary is the customer, it behooves to create back-end demand. As N... <a href="https://t.co/OzimPYyIgs">https://t.co/OzimPYyIgs</a>
12:19:53 16:19:53	<b>John W Lewis</b> @JohnWLewis		I could not have expressed it better, Vince! #innochat <a href="https://t.co/67FTIMjSA9">https://t.co/67FTIMjSA9</a>
12:19:54 16:19:54	<b>Carol Stephen</b> @Carol_Stephen		RT @JKatzaman: Corporate officials say they want innovation, but they+employees are aghast when they find out it involves change. #innochat
12:20:12 16:20:12	<b>Okema/Kemee S.</b> @OkemaForever		From my history, Twitter chats work better with a moderator with structured questions, open work, they're just...open. @johnwlewis #innochat
12:20:35 16:20:35	<b>John W Lewis</b> @JohnWLewis		Jim, your sarcasm is going to get you in trouble, one of these days! 💎💎 #innochat <a href="https://t.co/dimqNUKBjkk">https://t.co/dimqNUKBjkk</a>
12:20:35 16:20:35	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis Thanks, John! I have to dip out now, but I appreciate you having me and the exchange. #innochat
12:20:39 16:20:39	<b>Mike Baldwin</b> @mikey3982		@JohnWLewis @VinceSkolny Whereas innovation may not be agreed across the Vchain and new VChains may be created? #innochat
12:22:01 16:22:01	<b>John W Lewis</b> @JohnWLewis		@OkemaForever Sorry if being cryptic. Sometimes, as today, we hold free ranging discussions without prepared questi... <a href="https://t.co/bRCsMhqv3m">https://t.co/bRCsMhqv3m</a>
12:22:46 16:22:46	<b>John W Lewis</b> @JohnWLewis		@VinceSkolny Great to see you, Vince. Thanks for your contribution. Take care. #innochat
12:22:52 16:22:52	<b>Mike Baldwin</b> @mikey3982		@JohnWLewis @OkemaForever I agree its nice to be flexible with different styles of tweet chats #innochat
12:23:07 16:23:07	<b>Okema/Kemee S.</b> @OkemaForever		RT @mikey3982: @JohnWLewis @OkemaForever I agree its nice to be flexible with different styles of tweet chats #innochat [When in Rome...]
12:23:58 16:23:58	<b>Jim Katzaman</b> @JKatzaman		@JohnWLewis Not as long as I'm sarcastic in innovative ways. #innochat

12:24:02 16:24:02	<b>Autom Taga</b> @autom8		indeed, sometimes this 'free style' approach to chat can be refreshing #copythat #innochat   @sourcePOV fyi ;) <a href="https://t.co/FowY2enRXY">https://t.co/FowY2enRXY</a>
12:24:17 16:24:17	<b>John W Lewis</b> @JohnWLewis		Hi Rebecca! I agree with that!! #innochat <a href="https://t.co/Th1JDuZKD8">https://t.co/Th1JDuZKD8</a>
12:24:43 16:24:43	<b>Rinku Agarwal Basu</b> @rinkutalk		Servant Manager (Coined by Sam Walton) says let ppl try wht they feel is ryt- promote innovation instead of telling... <a href="https://t.co/dRfACyPuob">https://t.co/dRfACyPuob</a>
12:24:52 16:24:52	<b>John W Lewis</b> @JohnWLewis		💎💎 #innochat <a href="https://t.co/6q9ItE4fB66">https://t.co/6q9ItE4fB66</a>
12:25:27 16:25:27	<b>Okema/Kemee S.</b> @OkemaForever		I appreciate the time today on the chat, I'll peek in next week to see if it's question based. :) Scooting over to #cfchat. #innochat
12:25:45 16:25:45	<b>BizInnovationFactory</b> @TheBIF		Our take on #collaborative #innovation might help shed some new perspectives <a href="https://t.co/jqXHnOurok">https://t.co/jqXHnOurok</a> #innochat
12:26:25 16:26:25	<b>John W Lewis</b> @JohnWLewis		As some of you know, my beef about this is that, without a strategic view, we are unlikely to get anywhere!... <a href="https://t.co/n5Ywf3QvzF">https://t.co/n5Ywf3QvzF</a>
12:26:46 16:26:46	<b>Carol Stephen</b> @Carol_Stephen		RT @JKatzaman: @JohnWLewis Not as long as I'm sarcastic in innovative ways. #innochat <<He's here all week, folks!
12:26:47 16:26:47	<b>John W Lewis</b> @JohnWLewis		@autom8 @sourcePOV Thanks Autom! Are you joining us, or just passing by? #innochat
12:27:45 16:27:45	<b>John W Lewis</b> @JohnWLewis		As always, @TheBIF, has a wealth of experience of these issues, especially in the public realm. #innochat <a href="https://t.co/ZPZ4ZXmaNV">https://t.co/ZPZ4ZXmaNV</a>
12:28:38 16:28:38	<b>Autom Taga</b> @autom8		@JohnWLewis @sourcePOV depends on what's on the docket for discussion ;) #innochat
12:29:10 16:29:10	<b>Jim Katzaman</b> @JKatzaman		@rinkutalk That's the essential element in any of this: Bring people in and get their understanding from the beginning. #innochat
12:29:38 16:29:38	<b>John W Lewis</b> @JohnWLewis		The challenge for many, IMHO, is that the market categories/segments for innovations are different from those for m... <a href="https://t.co/O1H1rcMLJX">https://t.co/O1H1rcMLJX</a>
12:29:43 16:29:43	<b>Mike Baldwin</b> @mikey3982		@JohnWLewis There is something about organising and disrupting innovation (including value chains) as a process con... <a href="https://t.co/aoJlan6oo">https://t.co/aoJlan6oo</a>
12:30:14 16:30:14	<b>John W Lewis</b> @JohnWLewis		@autom8 @sourcePOV The framing post awaits you! #innochat
12:30:34 16:30:34	<b>BizInnovationFactory</b> @TheBIF		RT @JohnWLewis: As always, @TheBIF, has a wealth of experience of these issues, especially in the public realm. #innochat <a href="https://t.co/ZPZ4...">https://t.co/ZPZ4...</a>
12:30:41 16:30:41	<b>Mike Baldwin</b> @mikey3982		@JohnWLewis Oh so #shinyinnovation is better than old and boring #flippant #innochat
12:31:30 16:31:30	<b>John W Lewis</b> @JohnWLewis		@mikey3982 Yes, without an understanding (doctrine) of how innovation happens, it's hard to formulate a strategy to... <a href="https://t.co/UfHDMkQt6l">https://t.co/UfHDMkQt6l</a>
12:31:42 16:31:42	<b>Rinku Agarwal Basu</b> @rinkutalk		@JKatzaman 100%.. leaders have to stay at the lower end of inverted pyramid. Guide and inspire. Let d team capture... <a href="https://t.co/iDjL9zOTBC">https://t.co/iDjL9zOTBC</a>
12:32:13 16:32:13	<b>Mike Baldwin</b> @mikey3982		@JohnWLewis Key insight award for tonight's #innochat
12:32:14 16:32:14	<b>John W Lewis</b> @JohnWLewis		@mikey3982 Shiny always helps to attract attention! #innochat
12:32:29 16:32:29	<b>Autom Taga</b> @autom8		@JohnWLewis @sourcePOV not necessarily .. a few terms capturing the theme will allow me to chime in and wreak hav—i... <a href="https://t.co/vRye3Zuzv5">https://t.co/vRye3Zuzv5</a>
12:33:13 16:33:13	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis Just a final drive by thought: Strategy maps ( <a href="https://t.co/gZW4jQ2CHn">https://t.co/gZW4jQ2CHn</a> ) might be a useful tool here. . . . . <a href="https://t.co/4kPedmFnD4">https://t.co/4kPedmFnD4</a>
12:33:57 16:33:57	<b>John W Lewis</b> @JohnWLewis		And, as Sun Tzu (I think!) said: ... tactics without strategy is the noise before defeat. #innochat <a href="https://t.co/sSaOosG7yQ">https://t.co/sSaOosG7yQ</a>

12:34:05 16:34:05	<b>Mike Baldwin</b> @mikey3982		@JohnWLewis attention is the new currency #innochat
12:34:25 16:34:25	<b>John W Lewis</b> @JohnWLewis		@VinceSkolny I thought you'd gone, Vince, ;-)) #innochat
12:34:29 16:34:29	<b>BizInnovationFactory</b> @TheBIF		@mikey3982 @VinceSkolny @JohnWLewis If we're not designing for the end-user in mind, are we really designing/... <a href="https://t.co/aBSpP3jIYt">https://t.co/aBSpP3jIYt</a>
12:34:44 16:34:44	<b>Carol Stephen</b> @Carol_Stephen		Yes. RT @mikey3982: @JohnWLewis attention is the new currency #innochat
12:35:06 16:35:06	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis Every time I think I'm out... #innochat pulls me back in!
12:35:22 16:35:22	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen @mikey3982 Definitely, and people are no happy if we attract their attention and then waste it for them. #innochat
12:35:57 16:35:57	<b>John W Lewis</b> @JohnWLewis		We're trying. Very, sometimes! ;-)) #innochat <a href="https://t.co/mVYe98tobN">https://t.co/mVYe98tobN</a>
12:36:48 16:36:48	<b>John W Lewis</b> @JohnWLewis		Eventually yes, but the value that the end-user obtains requires a whole value chain. #innochat <a href="https://t.co/DTrkAJBM4K">https://t.co/DTrkAJBM4K</a>
12:37:29 16:37:29	<b>Mike Baldwin</b> @mikey3982		@JohnWLewis And some links of the value chain have stronger links than others #innochat
12:38:18 16:38:18	<b>John W Lewis</b> @JohnWLewis		@mikey3982 IMHO the disruption and, to some extent, the management aspects are tactical/implementation details or,... <a href="https://t.co/XuGsgjhkZ4">https://t.co/XuGsgjhkZ4</a>
12:39:20 16:39:20	<b>John W Lewis</b> @JohnWLewis		@mikey3982 @TheBIF @VinceSkolny Yes, and some of the most valuable innovations arise through secondary (or tertiary... <a href="https://t.co/zpURohIAil">https://t.co/zpURohIAil</a>
12:40:39 16:40:39	<b>John W Lewis</b> @JohnWLewis		If one assumes that the purpose of innovation is simply to disrupt or change, IMHO one is off on the wrong tack from the start. #innochat
12:40:54 16:40:54	<b>John W Lewis</b> @JohnWLewis		Discuss?? ;-)) #innochat <a href="https://t.co/PXNyJbWbYD">https://t.co/PXNyJbWbYD</a>
12:42:05 16:42:05	<b>John W Lewis</b> @JohnWLewis		The purpose of any organisation is to achieve its purpose as effectively as possible. From time to time, this involves innovation. #innochat
12:42:35 16:42:35	<b>Jim Katzaman</b> @JKatzaman		To innovate just to disrupt or change gives innovation a bad name. There must be method and reason behind the madness. #innochat
12:43:10 16:43:10	<b>John W Lewis</b> @JohnWLewis		@mikey3982 True, and like any flow, if interrupted, it stops! #innochat
12:44:14 16:44:14	<b>John W Lewis</b> @JohnWLewis		Exactly, and yet that seems (deliberately or accidentally) to be the way that innovation is presented to many peopl... <a href="https://t.co/WYvfxZu8l5">https://t.co/WYvfxZu8l5</a>
12:45:20 16:45:20	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/H89ou9sSvb">https://t.co/H89ou9sSvb</a>
12:45:48 16:45:48	<b>Jim Katzaman</b> @JKatzaman		@JohnWLewis Which paints innovators with that same broad brush. #innochat
12:46:33 16:46:33	<b>Andrea Villeneuve</b> @DreaVilleneuve		Sorry #innochat-ters - late to the party - but catching up on what's what.
12:46:36 16:46:36	<b>John W Lewis</b> @JohnWLewis		@AtomicAdMan Hello Doug! Welcome to #innochat. Yes, it's an "issue"!
12:47:11 16:47:11	<b>John W Lewis</b> @JohnWLewis		@DreaVilleneuve Hi Andrea! We've missed you! No Qs, just free-ranging discussion this week. #innochat
12:48:21 16:48:21	<b>John W Lewis</b> @JohnWLewis		@JKatzaman Yup. I'm sure that this is part of reason for the problem identified by @quickmuse and @adhansen 4 weeks ago. #innochat
12:49:15 16:49:15	<b>John W Lewis</b> @JohnWLewis		The obvious question is: how can innovators do better? #innochat <a href="https://t.co/JUob7CyYRC">https://t.co/JUob7CyYRC</a>

12:49:29 16:49:29	<b>Andrea Villeneuve</b> @DreaVilleneuve		@JohnWLewis Looks good! #innochat
12:50:48 16:50:48	<b>John W Lewis</b> @JohnWLewis		@JKatzaman If "we" simply offer to shake people up and tell them what to do, no wonder they are not interested! #innochat
12:51:03 16:51:03	<b>Christian DE NEEF</b> @cdn		What is "missing from #innovation" is often context, understanding WHY? And many orgs also lack innovation "managem... <a href="https://t.co/cLqeOskxHl">https://t.co/cLqeOskxHl</a>
12:51:14 16:51:14	<b>Jim Katzaman</b> @JKatzaman		@JohnWLewis Innovators can start by not talking innovation-speak. Using inside-baseball (or -cricket) jargon can be... <a href="https://t.co/c8IhqKIQAw">https://t.co/c8IhqKIQAw</a>
12:52:21 16:52:21	<b>John W Lewis</b> @JohnWLewis		@cdn Hello Christian! Exactly!! But, part of the problem is that they think they know why. But they don't! That's w... <a href="https://t.co/KUZaNSt8Zt">https://t.co/KUZaNSt8Zt</a>
12:52:55 16:52:55	<b>John W Lewis</b> @JohnWLewis		Not guilty! 💎💎 #innochat <a href="https://t.co/eVwZPIElpEE">https://t.co/eVwZPIElpEE</a>
12:54:50 16:54:50	<b>John W Lewis</b> @JohnWLewis		Any further points, innocats? What topic shall we discuss next, to take this issue forward? #innochat
12:54:54 16:54:54	<b>BizInnovationFactory</b> @TheBIF		If you're about #innovation, it's not about what you did yesterday, but what you're going to do next. #innochat
12:56:21 16:56:21	<b>John W Lewis</b> @JohnWLewis		It is. And a deeper understanding of *why* innovation is important is lacking from most organizations' view.... <a href="https://t.co/8NXxKa9nFn">https://t.co/8NXxKa9nFn</a>
12:56:28 16:56:28	<b>Carol Stephen</b> @Carol_Stephen		RT @JohnWLewis: Any further points, innocats? What topic shall we discuss next, to take this issue forward? #innochat
12:57:50 16:57:50	<b>Christian DE NEEF</b> @cdn		Should #innovation align with #strategy or is it allowed to challenge/influence it? If so, how do we differentiate good from bad?? #Innochat
12:57:56 16:57:56	<b>Ludewig Multimedia</b> @LudewigMM		RT @TheBIF: If you're about #innovation, it's not about what you did yesterday, but what you're going to do next. #innochat
12:58:28 16:58:28	<b>John W Lewis</b> @JohnWLewis		Thank you all for taking part in this #innochat. With your permission, I'd like to delve deeper into this area in future. Transcript soon.
12:59:45 16:59:45	<b>John W Lewis</b> @JohnWLewis		@cdn Strategy is a singular thing! Innovation is likely to be vital to long term success, so the strategy needs to... <a href="https://t.co/oXZgJVlnQH">https://t.co/oXZgJVlnQH</a>
13:00:25 17:00:25	<b>Andrea Villeneuve</b> @DreaVilleneuve		@JohnWLewis I would think, (perhaps incorrectly) innovation starts with a gap in fulfilling a need, so change for c... <a href="https://t.co/hqS5rRs2il">https://t.co/hqS5rRs2il</a>
13:00:27 17:00:27	<b>Carol Stephen</b> @Carol_Stephen		@JohnWLewis Thank you for this #innochat, John! <a href="https://t.co/FMuyQzkOJB">https://t.co/FMuyQzkOJB</a>
13:01:00 17:01:00	<b>Christian DE NEEF</b> @cdn		Is "what you're going to do next" always aligned with your #strategy? If #innovation is disruptive, is "disruption"... <a href="https://t.co/j9kftl5oJ">https://t.co/j9kftl5oJ</a>
13:01:01 17:01:01	<b>TwitLiveEvents</b> @TwitLiveEvents		November 2, 2017 at 01:00PM Twitter Chat - #InnoChat #TwitterChat Visit <a href="https://t.co/52cTeoQ3Zw">https://t.co/52cTeoQ3Zw</a> for more events.
13:01:46 17:01:46	<b>John W Lewis</b> @JohnWLewis		@DreaVilleneuve I'd agree with that, Andrea, except that it is easier to understand that it actually starts further back. #innochat
13:03:36 17:03:36	<b>John W Lewis</b> @JohnWLewis		@cdn IMHO, this is too tactical, Christian. Strategy is the overall approach and far more overarching than immediate plans. #innochat
13:04:03 17:04:03	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Thank you for all of your contributions, Carol! #innochat
13:05:30 17:05:30	<b>Andrea Villeneuve</b> @DreaVilleneuve		@JohnWLewis Of course - looking at disruption without purpose labelled innovation as inaccurate but you can innovat... <a href="https://t.co/YICMSohQY0">https://t.co/YICMSohQY0</a>
13:06:29 17:06:29	<b>John W Lewis</b> @JohnWLewis		@DreaVilleneuve Certainly. However, imo, the context is essential. #innochat
13:06:55 17:06:55	<b>Carol Stephen</b> @Carol_Stephen		@JohnWLewis Of course, John! #innochat

13:08:52 17:08:52	<b>Andrea Villeneuve</b> @DreaVilleneuve		@JohnWLEwis That may circle back to personal definition from last week. Perspective plays a huge part. #Innochat
13:11:08 17:11:08	<b>John W Lewis</b> @JohnWLEwis		@DreaVilleneuve Yup. This is probably the starting point for many organizations. They lack a shared view of the val... <a href="https://t.co/96DpcQFLdT">https://t.co/96DpcQFLdT</a>
13:12:41 17:12:41	<b>John W Lewis</b> @JohnWLEwis		Yes, although #innovation is not just the business processes, in the same way as finance is founded on economics.... <a href="https://t.co/QXQambIoxJ">https://t.co/QXQambIoxJ</a>
13:14:08 17:14:08	<b>Judy Gombita</b> @jgombita		@TheBIF It can be along the lines of (Japanese) #kaizen (continuous improvement).... #innochat
13:15:53 17:15:53	<b>BizInnovationFactory</b> @TheBIF		@JohnWLEwis Something we've been working hard to tackle within our labs, but we're encouraged by the resurgence of... <a href="https://t.co/3Oh9oIJ6E7">https://t.co/3Oh9oIJ6E7</a>
13:17:19 17:17:19	<b>Mani</b> @roomeezon		RT @JohnWLEwis: Yes, although #innovation is not just the business processes, in the same way as finance is founded on economics. #innochat...
13:18:01 17:18:01	<b>John W Lewis</b> @JohnWLEwis		@jgombita @TheBIF It can be. Although, I think that innovation is actually "discontinuous improvement", albeit *continual*. ;-) #innochat
13:19:50 17:19:50	<b>Judy Gombita</b> @jgombita		@JohnWLEwis @TheBIF Sometimes what comes across as "innovation" is just plain common sense (or at least thinking ou... <a href="https://t.co/iusc5tDaIb">https://t.co/iusc5tDaIb</a>
13:22:45 17:22:45	<b>John W Lewis</b> @JohnWLEwis		@jgombita @TheBIF True. But, as the saying goes, common sense is not very common! ;-) Seriously: it can make sense... <a href="https://t.co/bjko1Hd8Q7">https://t.co/bjko1Hd8Q7</a>
13:25:55 17:25:55	<b>Christian DE NEEF</b> @cdn		@AndreeaHirica #Innovation may be framed/guided by #strategy (objectives & KPI) and still, its output may challenge... <a href="https://t.co/EFkbnsWxek">https://t.co/EFkbnsWxek</a>
13:26:19 17:26:19	<b>Judy Gombita</b> @jgombita		@JohnWLEwis @TheBIF I love the story of the Japanese "tea ladies" (at one of the big companies), who noticed that m... <a href="https://t.co/4Rq2Z3A1FG">https://t.co/4Rq2Z3A1FG</a>
13:28:58 17:28:58	<b>John W Lewis</b> @JohnWLEwis		@cdn @AndreeaHirica imho, that's mixing several layers, as neither objectives nor KPIs are part of the strategy. #innochat
13:32:14 17:32:14	<b>John W Lewis</b> @JohnWLEwis		@cdn @AndreeaHirica There are 4 main levels: doctrine, strategy, tactics, operations. Objectives are at any level.... <a href="https://t.co/O4F7Wa9K4S">https://t.co/O4F7Wa9K4S</a>
13:32:32 17:32:32	<b>Christian DE NEEF</b> @cdn		@JohnWLEwis @AndreeaHirica #Innovation has several layers, too! #Innochat
13:34:13 17:34:13	<b>John W Lewis</b> @JohnWLEwis		@cdn @AndreeaHirica True, although I think that there are general descriptions of the role and value of innovation... <a href="https://t.co/e4Hntfko5r">https://t.co/e4Hntfko5r</a>