

Innochat

Sticking with Innovations

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

Between **2018 Jan 25 11:45** and **2018 Jan 25 13:15**
10 people sent 99 messages containing #innochat










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| 11:45:57 16:45:57 | Doug Garnett @AtomicAdMan |  | @JohnWLewis @dshlvrsn @mikeboysen Oh. Did we get ahead of ourselves? :-) #innochat |
| 11:46:45 16:46:45 | Doug Garnett @AtomicAdMan |  | @JohnWLewis @dshlvrsn @mikeboysen BTW... Have to give my wife a ride to the doctor (vertigo -she shouldn't drive)... https://t.co/IaDVfX9PyW |
| 11:46:50 16:46:50 | John W Lewis @JohnWLewis |  | I believe that the saying is: "Nothing kills a bad product faster than good publicity!" #innochat https://t.co/tGGoHTcKf3 |
| 11:48:57 16:48:57 | Dale Halvorson @dahlvrsn |  | @JohnWLewis @mikeboysen @AtomicAdMan Unfortunately I can't today. Work keeps getting in the way :) #innochat Looks... https://t.co/tnrrFjaJPP |
| 11:50:38 16:50:38 | John W Lewis @JohnWLewis |  | @AtomicAdMan @dshlvrsn @mikeboysen Sorry to hear about your wife's illness, Doug. That's not nice. Looking forward... https://t.co/hHBvzneTNR |
| 11:53:02 16:53:02 | John W Lewis @JohnWLewis |  | @dshlvrsn @mikeboysen @AtomicAdMan Sounds as though we would have to run #innochat an hour earlier to catch you, Da... https://t.co/LKPDmz7rHW |
| 12:00:00 17:00:00 | John W Lewis @JohnWLewis |  | Welcome to #innochat! |
| 12:01:53 17:01:53 | John W Lewis @JohnWLewis |  | Our #innochat topic today is "Sticking with innovations", framed here: https://t.co/Y8LHJTK4RC |
| 12:02:45 17:02:45 | John W Lewis @JohnWLewis |  | Hoping that @AtomicAdMan, whose tweet inspired this #innochat topic, can join us at some point. |
| 12:04:13 17:04:13 | John W Lewis @JohnWLewis |  | There has been a bit of preamble triggered by this choice of #innochat topic. |
| 12:06:49 17:06:49 | John W Lewis @JohnWLewis |  | Would you like to join us for #innochat, @MikeBoysen? |
| 12:08:52 17:08:52 | Doug Garnett @AtomicAdMan |  | @JohnWLewis Will join about 9:30 pst... :-). #innochat |
| 12:09:29 17:09:29 | Doug Garnett @AtomicAdMan |  | @JohnWLewis Also said as nothing kills a bad product faster than good advertising... #innochat |
| 12:09:43 17:09:43 | John W Lewis @JohnWLewis |  | There are several factors involved on "Sticking with Innovations", including: timing, and commitment. #innochat |
| 12:10:16 17:10:16 | John W Lewis @JohnWLewis |  | @AtomicAdMan OK. Looking forward to seeing you then, Doug. #innochat |
| 12:10:59 17:10:59 | John W Lewis @JohnWLewis |  | @AtomicAdMan Yes, the advertising is the paid part of the publicity! #innochat |
| 12:11:54 17:11:54 | Doug Garnett @AtomicAdMan |  | @JohnWLewis I'll add a bit more. What I've observed is often corporations tend to dash to safety causing pre-mature... https://t.co/ly6F7o4hOw |

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| 12:13:36 17:13:36 | Talented Learning @TalentedLearn |  | NOW (noon ET) at #innochat "Sticking with innovations." How do you build and sustain momentum around #innovation? S... https://t.co/JJ4u3oLVc3 |
| 12:14:37 17:14:37 | John W Lewis @JohnWLewis |  | @AtomicAdMan Good point (which you also made in your original tweet). Is this about lack of commitment to providing... https://t.co/WwYxpGmjty |
| 12:14:57 17:14:57 | John W Lewis @JohnWLewis |  | RT @TalentedLearn: NOW (noon ET) at #innochat "Sticking with innovations." How do you build and sustain momentum around #innovation? See fr |
| 12:15:24 17:15:24 | Beat Walther @Vendbridge |  | RT @TalentedLearn: NOW (noon ET) at #innochat "Sticking with innovations." How do you build and sustain momentum around #innovation? See fr |
| 12:16:45 17:16:45 | John W Lewis @JohnWLewis |  | @AtomicAdMan It seems that this also relates to timing. #innochat |
| 12:17:13 17:17:13 | Saul Kaplan @skap5 |  | Innovation without a business model isn't repeatable and scalable. #innochat |
| 12:18:43 17:18:43 | John W Lewis @JohnWLewis |  | @skap5 Hello Saul, That's true. However, isn't that true of any activity, innovative or not? #innochat |
| 12:20:48 17:20:48 | Rob Munro @RobMunro4 |  | #innochat good evening (where I am at least) - makes me think about managing #risk |
| 12:21:11 17:21:11 | John W Lewis @JohnWLewis |  | One of the issues that organizations seem to miss is that even if their latest ideation campaign yields wonderful o... https://t.co/i27mY9E4LA |
| 12:22:03 17:22:03 | John W Lewis @JohnWLewis |  | @RobMunro4 Hello Rob. Great to see you. A quiet #innochat in progress after a bunch of people hopped on an hour early!! #innochat |
| 12:22:59 17:22:59 | Rob Munro @RobMunro4 |  | #innochat for some, managing #innovation #risk will grate; after all its about throwing caution to the wind! (says pop inno' theory) |
| 12:23:37 17:23:37 | John W Lewis @JohnWLewis |  | @RobMunro4 As you know, it's evening here too! Yes, risk is, of course, crucial. Do you mean that risk often needs... https://t.co/C8iGalsmDp |
| 12:24:11 17:24:11 | John W Lewis @JohnWLewis |  | @RobMunro4 Ah well, I think we know how daft that is!! #innochat |
| 12:25:14 17:25:14 | John W Lewis @JohnWLewis |  | Hi Brenda, @4byoung! Are you lurking or joining us for #innochat? ;-) |
| 12:25:27 17:25:27 | Rob Munro @RobMunro4 |  | @JohnWLewis #innochat - its coming up to 11pm for me ! :) Heading back to UK tomorrow |
| 12:25:57 17:25:57 | Brenda Young @4byoung |  | @JohnWLewis Hi John, Hard to get here at noon. I'd add: public vs private company, company age, risk averse culture, org structure #innochat |
| 12:26:02 17:26:02 | Saul Kaplan @skap5 |  | Too many companies think the obstacle to innovation is good ideas. You can't analyze your way to transformation, yo... https://t.co/kOliDBmuho |
| 12:26:11 17:26:11 | Dale Halvorson @dahlverson |  | @JohnWLewis The way I interpret this is that there are poor methods to curate inventions and discoveries for later... https://t.co/DwSOC2wdpu |
| 12:26:32 17:26:32 | Brenda Young @4byoung |  | @JohnWLewis Joining for now :) #innochat |
| 12:26:41 17:26:41 | Rob Munro @RobMunro4 |  | @JohnWLewis #innochat - had an interesting chat with board today; on "failing well" - and what that looks like |
| 12:27:03 17:27:03 | John W Lewis @JohnWLewis |  | @RobMunro4 Re risk, one description of innovation is that it is the inverse of insurance. You are paying premiums a... https://t.co/J57rfo87Ke |
| 12:27:38 17:27:38 | Brenda Young @4byoung |  | RT @RobMunro4: #innochat for some, managing #innovation #risk will grate; after all its about throwing caution to the wind! (says pop inno'... |
| 12:27:41 17:27:41 | John W Lewis @JohnWLewis |  | @RobMunro4 Ah, then you are further east! #innochat |
| 12:28:07 17:28:07 | John W Lewis @JohnWLewis |  | @4byoung Thanks, Brenda. Yes, all of those are relevant. #innochat |

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| 12:29:16 17:29:16 | Doug Garnett @AtomicAdMan |  | @JohnWLewis Certainly that. But caused by the reward/punishment structures in companies which reward cautious manag... https://t.co/GKNE4715oP |
| 12:29:52 17:29:52 | John W Lewis @JohnWLewis |  | @skap5 I agree entirely, Saul. And somewhat galling to see the first of several planks in the UK's recently publish... https://t.co/LfCuaKwJQH |
| 12:30:41 17:30:41 | Dale Halvorson ◆◆◆◆◆◆ @dahlvrsn |  | @AtomicAdMan @JohnWLewis Ratio based management... #innochat |
| 12:31:29 17:31:29 | John W Lewis @JohnWLewis |  | @dshlvrsn Yes, there a multiple levels of criteria for evaluation of opportunities for innovation, whether initiate... https://t.co/GNf84mDvsE |
| 12:31:46 17:31:46 | Doug Garnett @AtomicAdMan |  | @JohnWLewis It does and with expectations for how long it takes for innovation to be known a success. Friend of min... https://t.co/thJISKgSDy |
| 12:32:13 17:32:13 | Brenda Young @4byoung |  | @dshlvrsn @JohnWLewis Often hard to revive a "too soon for market" product once it's been sidelined. One reason an... https://t.co/l4WHc7jNXc |
| 12:33:51 17:33:51 | John W Lewis @JohnWLewis |  | @RobMunro4 Interesting. A thorny issue. There are sensible ways of addressing this issue that appeal to more mainstream adopters. #innochat |
| 12:33:54 17:33:54 | Dale Halvorson ◆◆◆◆◆◆ @dahlvrsn |  | @4byoung @JohnWLewis 3M has many products that found life after they didn't fit the original purpose. #innochat |
| 12:34:22 17:34:22 | Brenda Young @4byoung |  | @JohnWLewis Have been wondering if place has bearing on this as well - i.e., is company located in a town known/rec... https://t.co/7nz9ryb7st |
| 12:35:14 17:35:14 | John W Lewis @JohnWLewis |  | @AtomicAdMan Yes, for "organizational innovation" to diffuse into the mainstream is going to take some more substan... https://t.co/e3nEN7Ybbc |
| 12:36:18 17:36:18 | Brenda Young @4byoung |  | RT @dshlvrsn: @4byoung @JohnWLewis 3M has many products that found life after they didn't fit the original purpose. #innochat |
| 12:36:44 17:36:44 | John W Lewis @JohnWLewis |  | @4byoung @dshlvrsn Definitely! If you tell them the punchline too early, it loses its value! ;-) #innochat |
| 12:37:06 17:37:06 | Lisa Radin @milguy23 |  | @JohnWLewis @RobMunro4 If new idea is a tweak, it fits w/in normal biz ops, but if idea is big which could change c... https://t.co/erREWl5Kmw |
| 12:38:23 17:38:23 | John W Lewis @JohnWLewis |  | @milguy23 @RobMunro4 Hello Lisa! Yes! The bigger the jump, the bigger the side-effects which need to be accounted for. #innochat |
| 12:38:47 17:38:47 | Saul Kaplan @skap5 |  | Market makers know the market isn't ready and push forward with exploration anyway. They don't start with scale que... https://t.co/bVl5PP5DMiN |
| 12:38:54 17:38:54 | Lisa Radin @milguy23 |  | @JohnWLewis @skap5 Most companies/services don't do 3-5-10 yr planning on how idea or innovation will impact curren... https://t.co/NzicBAcKCa |
| 12:39:13 17:39:13 | Doug Garnett @AtomicAdMan |  | @JohnWLewis I've also been critical of single minded "shareholder value" based management. I can suggest it is fund... https://t.co/d1KOrtE4wP |
| 12:40:08 17:40:08 | John W Lewis @JohnWLewis |  | @skap5 That is often true. However, scalability is a issue to be considered early too. #innochat |
| 12:41:18 17:41:18 | John W Lewis @JohnWLewis |  | @milguy23 @skap5 Well this is where many industry sectors could learn a lot from sectors that do! I'm thinking of a... https://t.co/AP6ka5dyVP |
| 12:43:41 17:43:41 | John W Lewis @JohnWLewis |  | @AtomicAdMan Sure I think that there are basically four levels at which different criteria for evaluation of opport... https://t.co/IMDMfs8Zjo |
| 12:43:46 17:43:46 | Saul Kaplan @skap5 |  | @JohnWLewis Do you think @JeffBezos is worried about scale when he opened the 1st Amazon Go? If the model works at... https://t.co/aoxeRpNoZI |
| 12:43:58 17:43:58 | Brenda Young @4byoung |  | So true! Often leads to a anti-innovation, cost-cutting only corporate culture. Shareholder value needs to be re-ev... https://t.co/DDUaXB142I |
| 12:45:34 17:45:34 | Lisa Radin @milguy23 |  | @JohnWLewis @RobMunro4 Strategic long term planning not the strength of most companies #innochat |
| 12:46:40 17:46:40 | Brenda Young @4byoung |  | Scalability can be a big consideration if it's a new market w/ lots of "moving parts,:" e.g., microwave oven vs. El... https://t.co/N64Qwk3CWR |

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| 12:47:00 17:47:00 | John W Lewis @JohnWLewis |  | @skap5 @JeffBezos It depends. If the limitation on scalability is in the (hidden) implementation of the product, th... https://t.co/Bu4IODVQyk |
| 12:47:23 17:47:23 | Lisa Radin @milguy23 |  | @skap5 @JohnWLewis @JeffBezos Nothing like having a few billion to cover mistakes. #innochat |
| 12:48:37 17:48:37 | John W Lewis @JohnWLewis |  | @milguy23 @skap5 @JeffBezos Haha, sounds like the advice to people running airlines: "the way to make a small fortu... https://t.co/oDnjpBlFd2 |
| 12:48:59 17:48:59 | Brenda Young @4byoung |  | @JohnWLewis @milguy23 @skap5 Definitely oil, gas and other extractive industries. Probably food industry and others... https://t.co/WoAY3Aza1s |
| 12:49:55 17:49:55 | Lisa Radin @milguy23 |  | @JohnWLewis @skap5 Only Fortune 500's have worked on, who have been successful are those that hire from... https://t.co/ba8Fxu6Zet |
| 12:50:34 17:50:34 | Brenda Young @4byoung |  | @skap5 @JohnWLewis @JeffBezos True in many cases. However, in your example, Bezos didn't have to build (and explain) the Internet. #innochat |
| 12:51:02 17:51:02 | John W Lewis @JohnWLewis |  | I posted this in the #innochat Facebook group today. I'm not sure that this would have worked however hard they'd s... https://t.co/JZqjK7iuuw |
| 12:51:13 17:51:13 | Lisa Radin @milguy23 |  | @4byoung That used to be called 'mass' ? #innochat |
| 12:52:04 17:52:04 | John W Lewis @JohnWLewis |  | @4byoung @milguy23 @skap5 Also car industry, the whole GM EV1 debacle was, I believe, because of long term support issues. #innochat |
| 12:52:56 17:52:56 | Vince Skolny @VinceSkolny |  | @AtomicAdMan @JohnWLewis Indeed. Consider that ROI, as opposed to Total EVA (or other value based measures), can di... https://t.co/Df0EoPmAd |
| 12:54:38 17:54:38 | Lisa Radin @milguy23 |  | @JohnWLewis @4byoung @skap5 We all think innovation just happens. Takes 20-30 years still for Manufacturing ideas to... https://t.co/pxa4wAs5yc |
| 12:55:09 17:55:09 | John W Lewis @JohnWLewis |  | @VinceSkolny @AtomicAdMan Yes. It seems clear to me that for "innovation management" (or whatever we choose to call... https://t.co/F2X2UPP8oV |
| 12:56:09 17:56:09 | John W Lewis @JohnWLewis |  | @milguy23 @4byoung @skap5 Definitely, and getting the timing right is often the most crucial issue. #innochat |
| 12:57:18 17:57:18 | Lisa Radin @milguy23 |  | @JohnWLewis @VinceSkolny @AtomicAdMan Innovation in service industry seems faster than manufacturing? Cost and inve... https://t.co/WkLSDoLl9DC |
| 12:57:37 17:57:37 | John W Lewis @JohnWLewis |  | @milguy23 @4byoung @skap5 Self-driving cars are fraught with unquantified risk! We have very few self-driving train... https://t.co/kwzdfcltI |
| 12:58:30 17:58:30 | John W Lewis @JohnWLewis |  | @milguy23 @VinceSkolny @AtomicAdMan Sure, because one can explore and pilot new approaches more cheaply and quickly. #innochat |
| 12:58:33 17:58:33 | Vince Skolny @VinceSkolny |  | @JohnWLewis @AtomicAdMan Yes. I'm also consternated by the growth-only, no-profit, IPO model that predictably creat... https://t.co/VqLlzbqEjB |
| 12:59:47 17:59:47 | Lisa Radin @milguy23 |  | @JohnWLewis @4byoung @skap5 Don't doubt that will happen, but we might be dead b4 everyone is flying their car. #innochat |
| 13:00:16 18:00:16 | John W Lewis @JohnWLewis |  | Thank you all innocats for your insightful contributions to #innochat. See you are the same time next week: 12noon on Thrusday. |
| 13:01:02 18:01:02 | John W Lewis @JohnWLewis |  | @milguy23 @4byoung @skap5 Yes, for how many decades have flying cars been just over the horizon? ;-) #PardonThePun #innochat |
| 13:01:18 18:01:18 | Lisa Radin @milguy23 |  | @VinceSkolny @JohnWLewis @AtomicAdMan @jack @Twitter Not sure @Twitter started w a model? #innochat |
| 13:02:07 18:02:07 | Lisa Radin @milguy23 |  | @JohnWLewis @4byoung @skap5 George Jetson? #innochat |
| 13:02:49 18:02:49 | John W Lewis @JohnWLewis |  | @milguy23 @4byoung @skap5 It's all his fault! #innochat |
| 13:03:44 18:03:44 | Doug Garnett @AtomicAdMan |  | @VinceSkolny @JohnWLewis @jack @Twitter Or Dollar Shave Club or this new Movie Pass model. Even Uber seems to conti... https://t.co/tZ1dK4oxBe |

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| 13:03:55 18:03:55 | Brenda Young @4byoung |  @JohnWLewis @milguy23 @skap5 Self-driving cars will prob have limited usage prior to working out all the issues to... https://t.co/SuiEcivgzr |
| 13:05:21 18:05:21 | Brenda Young @4byoung |  @JohnWLewis @milguy23 @skap5 Risks of hoverboards? https://t.co/omSsdoaJtx #innochat |
| 13:05:57 18:05:57 | John W Lewis @JohnWLewis |  Yup, the demonstration of advantages is a necessary first stage. But overcoming the disadvantages is far from certa... https://t.co/jebpFbvU9t |
| 13:06:19 18:06:19 | Doug Garnett @AtomicAdMan |  @4byoung @JohnWLewis I think that can cut both ways... Silicon Valley is an extreme...yet only some types of innova... https://t.co/gySft2MG3l |
| 13:07:22 18:07:22 | Lisa Radin @milguy23 |  @JohnWLewis @4byoung @skap5 Then again... isn't an airplane a flying car? Maybe an expensive @Uber I'm waiting for... https://t.co/ooMUfLJsuT |
| 13:08:34 18:08:34 | Lisa Radin @milguy23 |  @4byoung @JohnWLewis @skap5 And, that goes to premise that Change is Hard. #innochat |
| 13:10:22 18:10:22 | Lisa Radin @milguy23 |  @4byoung @JohnWLewis @skap5 "Fear stops innovation. Be brave. Be bold." - me #innochat |
| 13:10:29 18:10:29 | John W Lewis @JohnWLewis |  @AtomicAdMan @4byoung Oh definitely. As Peter Drucker pointed out decades ago, there are numerous sources of opport... https://t.co/TtCKoWwVY |
| 13:12:15 18:12:15 | John W Lewis @JohnWLewis |  @milguy23 @4byoung @skap5 @Uber Well people do park aircraft in the garages of houses, but it's not quite the same... https://t.co/2MDFwbEp5K |
| 13:14:02 18:14:02 | John W Lewis @JohnWLewis |  @milguy23 @4byoung @skap5 Yes, and no! This language appeals to the early adopters, but not to the early majority (... https://t.co/SGnGu92yt6 |