

# Innochat

## Is innovation risky?

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13 people sent 148 messages containing #innochat

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<a href="#">11:59:05</a> <a href="#">16:59:05</a>	<b>Jim Katzaman</b> \$ #LifeInsurance \$ Worker #Benefit		I might be on #innochat for a short stay. I'm on a short leash for a grocery run. That's the long and short of it.
<a href="#">11:59:36</a> <a href="#">16:59:36</a>	<b>Michael Irvin</b> @mirvin129		RT @Brainzooming: 40 Articles on Fostering an Innovative Workplace Culture <a href="https://t.co/vLrDrWfZkH">https://t.co/vLrDrWfZkH</a> #innovation #innochat #strategy
<a href="#">12:00:00</a> <a href="#">17:00:00</a>	<b>Dale Halvorson</b> 👍👍👍👍👍 @dahlvrsn		@JohnWLewis I've got about 15 before hitting the road... again... #innochat. This one is easy though. It's only ris... <a href="https://t.co/zzq6gKdeL2">https://t.co/zzq6gKdeL2</a>
<a href="#">12:00:09</a> <a href="#">17:00:09</a>	<b>John W Lewis</b> @JohnWLewis		Welcome to #innochat!
<a href="#">12:00:09</a> <a href="#">17:00:09</a>	<b>Dale Halvorson</b> 👍👍👍👍👍 @dahlvrsn		RT @JohnWLewis: Who's #innochat-ting today? @quickmuse @DreaVilleneuve @dshlvrsn @kimflum @JKatzaman @4byoung <a href="https://t.co/GQOPeoPfae">https://t.co/GQOPeoPfae</a>
<a href="#">12:01:08</a> <a href="#">17:01:08</a>	<b>John W Lewis</b> @JohnWLewis		@JKatzaman Great to see you, Jim. Stretch that leash! ;-) #innochat
<a href="#">12:01:46</a> <a href="#">17:01:46</a>	<b>John W Lewis</b> @JohnWLewis		@dshlvrsn Hi Dale! Great to see you. And thanks for your summary! ;-) #innochat
<a href="#">12:02:45</a> <a href="#">17:02:45</a>	<b>Dale Halvorson</b> 👍👍👍👍👍 @dahlvrsn		@JohnWLewis Everything is easy if you say it fast enough... #innochat
<a href="#">12:02:46</a> <a href="#">17:02:46</a>	<b>John W Lewis</b> @JohnWLewis		In our first #innochat of 2018, we discussed the issues facing innovation. "Risk" came up.
<a href="#">12:03:11</a> <a href="#">17:03:11</a>	<b>John W Lewis</b> @JohnWLewis		@dshlvrsn You can say that again! 👍👍 #innochat
<a href="#">12:04:11</a> <a href="#">17:04:11</a>	<b>John W Lewis</b> @JohnWLewis		Or as an old sailing instructor used to say: "Nothing happens very quickly at sea ... if you're ready for it!" ... <a href="https://t.co/ZaTf9IdpJP">https://t.co/ZaTf9IdpJP</a>
<a href="#">12:04:44</a> <a href="#">17:04:44</a>	<b>Carol Stephen</b> @Carol_Stephen		Hi Everybody! Here to talk about risk with the other #innochatters #innochat
<a href="#">12:04:55</a> <a href="#">17:04:55</a>	<b>John W Lewis</b> @JohnWLewis		Q1 Why is innovation perceived to be risky? #innochat
<a href="#">12:04:55</a> <a href="#">17:04:55</a>	<b>Dale Halvorson</b> 👍👍👍👍👍 @dahlvrsn		RT @JohnWLewis: Or as an old sailing instructor used to say: "Nothing happens very quickly at sea ... if you're ready for it!" #innochat http...
<a href="#">12:05:14</a> <a href="#">17:05:14</a>	<b>Carol Stephen</b> @Carol_Stephen		RT @JohnWLewis: Q1 Why is innovation perceived to be risky? #innochat
<a href="#">12:05:32</a> <a href="#">17:05:32</a>	<b>Dale Halvorson</b> 👍👍👍👍👍 @dahlvrsn		@JohnWLewis Irrelevance is the biggest risk of all. #innochat
<a href="#">12:05:32</a> <a href="#">17:05:32</a>	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis I'm here. My computer finally started up. ;-) #innochat

12:05:55 17:05:55	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Hello Carol! Great to see you. It's safe to discuss risk on #innochat ;-)
12:06:08 17:06:08	<b>Dale Halvorson</b> 👍👍👍👍👍 @dshlvrsn		@JohnWLewis A1 Because if you are doing it right, past data has little predictive value... #innochat
12:06:26 17:06:26	<b>John W Lewis</b> @JohnWLewis		@AtomicAdMan Hello Doug! Great to see you. #innochat
12:06:42 17:06:42	<b>Tom Asacker</b> @TomAsacker		Interesting and important topic. #innochat
12:06:57 17:06:57	<b>John W Lewis</b> @JohnWLewis		Did you have to hand crank it? ;- ) #innochat <a href="https://t.co/Ifa3ZTUULy">https://t.co/Ifa3ZTUULy</a>
12:07:21 17:07:21	<b>Carol Stephen</b> @Carol_Stephen		A1. Innovation may seem to edgy to key executives. Many prefer the tried and true. #KeepDoingWhatYoureDoing #innochat
12:07:30 17:07:30	<b>Doug Garnett</b> @AtomicAdMan		@dshlvrsn @JohnWLewis Oops... #innochat
12:07:38 17:07:38	<b>John W Lewis</b> @JohnWLewis		@TomAsacker Hello Tom. Great to see you. This it is! Many people seem to misunderstand it. #innochat
12:08:01 17:08:01	<b>Carol Stephen</b> @Carol_Stephen		Hah! @JohnWLewis: Hello Carol! Great to see you. It's safe to discuss risk on #innochat ;-)
12:08:16 17:08:16	<b>Jim Katzaman \$</b> #LifeInsurance \$ Worker #Benefit		A1 Innovation is perceived as risky because it's different and removed from the comfortable known of the status quo. #innochat
12:08:31 17:08:31	<b>Tom Asacker</b> @TomAsacker		@JohnWLewis Indeed. #innochat
12:08:34 17:08:34	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/Q29iTT7vRr">https://t.co/Q29iTT7vRr</a>
12:08:49 17:08:49	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis Here's a framing of risk: Have a friend in a consumer housewares small appliance company. They have a... <a href="https://t.co/QKD6eTyeVn">https://t.co/QKD6eTyeVn</a>
12:09:08 17:09:08	<b>Dale Halvorson</b> 👍👍👍👍👍 @dshlvrsn		@AtomicAdMan @JohnWLewis Great additional dimensions. (and also doing it wrong... :) If innovation isn't important... <a href="https://t.co/iTwTO41MB3">https://t.co/iTwTO41MB3</a>
12:09:43 17:09:43	<b>John W Lewis</b> @JohnWLewis		Do you mean that there is reputational risk which outweighs the commercial risk? #innochat <a href="https://t.co/Q29iTT7vRr">https://t.co/Q29iTT7vRr</a>
12:09:49 17:09:49	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis Sprayed starter fluid into the carboreteur... (bad spelling)... #innochat
12:10:51 17:10:51	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis The individual risk often doesn't align with the commercial risk. In other words, While the risk may be... <a href="https://t.co/G8pLoLhKnS">https://t.co/G8pLoLhKnS</a>
12:11:49 17:11:49	<b>John W Lewis</b> @JohnWLewis		Well, we are not trying to encourage to take unnecessary risks ... are we?! So, how can we frame the risk realistically? #innochat
12:12:40 17:12:40	<b>Carol Stephen</b> @Carol_Stephen		@TrippBraden Hi Tripp, if you're on Twitter, there's a great chat on innovation -- #innochat -- happening right now.
12:12:55 17:12:55	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis Or the marketing department is forced to look at allocation of resource across both innovations and mai... <a href="https://t.co/5UAdGYMcy7">https://t.co/5UAdGYMcy7</a>
12:13:06 17:13:06	<b>John W Lewis</b> @JohnWLewis		Q2 What about timescale? How does short term risk of innovation compare with long term risk? #innochat
12:13:16 17:13:16	<b>Carol Stephen</b> @Carol_Stephen		RT @JohnWLewis: Q2 What about timescale? How does short term risk of innovation compare with long term risk? #innochat
12:14:33 17:14:33	<b>John W Lewis</b> @JohnWLewis		Sure, but we know that if products are never changed then they will eventually become obsolete. So what is the real... <a href="https://t.co/hDUjxoNonp">https://t.co/hDUjxoNonp</a>
12:14:50 17:14:50	<b>Carol Stephen</b> @Carol_Stephen		A2. There's a danger to considering quarterly results (short term) to longer term innovation. #innochat



12:15:15 17:15:15	<b>Tom Asacker</b> @TomAsacker		@JohnWLewis Innovation is by definition an "unnecessary risk." If the initiative was necessary, everyone would glad... <a href="https://t.co/QGjeMPgTl8">https://t.co/QGjeMPgTl8</a>
12:16:42 17:16:42	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen Yes, that is many people's view. How do they decide what timescale they are comfortable with not innovating? #innochat
12:17:32 17:17:32	<b>John W Lewis</b> @JohnWLewis		Do you really think so? #innochat <a href="https://t.co/o2pAI6uIod">https://t.co/o2pAI6uIod</a>
12:18:42 17:18:42	<b>Brenda Young</b> @4byoung		@JohnWLewis @quickmuse @DreaVilleneuve @dshlvrsn @kimflum @JKatzaman Almost forgot! #innochat
12:19:10 17:19:10	<b>Carol Stephen</b> @Carol_Stephen		@JohnWLewis Depends on who you're asking. Marketing execs tend toward the shorter term, while engineering wants long-term. #innochat
12:19:11 17:19:11	<b>John W Lewis</b> @JohnWLewis		Let's discuss this, because I'm not sure that people really think that. #innochat <a href="https://t.co/o2pAI6uIod">https://t.co/o2pAI6uIod</a>
12:19:37 17:19:37	<b>John W Lewis</b> @JohnWLewis		@4byoung @quickmuse @DreaVilleneuve @dshlvrsn @kimflum @JKatzaman Hello Brenda! Would you like us to send you an al... <a href="https://t.co/lC6t19KaNt">https://t.co/lC6t19KaNt</a>
12:20:03 17:20:03	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis #innochat
12:20:04 17:20:04	<b>Tom Asacker</b> @TomAsacker		@JohnWLewis I do, yes. If the roof is leaking and everyone is getting wet, you do something to fix it. Investing is... <a href="https://t.co/7NGZ9YRLKI">https://t.co/7NGZ9YRLKI</a>
12:20:33 17:20:33	<b>John W Lewis</b> @JohnWLewis		@Carol_Stephen As understanding of innovation matures, how can we arrive at a shared view throughout an organization? #innochat
12:20:40 17:20:40	<b>Mike Boysen</b>     @mikeboysen		@AtomicAdMan @JohnWLewis Which is why I will always suggest that the conversation around #innovation should be enti... <a href="https://t.co/HqRhi7fk89">https://t.co/HqRhi7fk89</a>
12:21:00 17:21:00	<b>Brenda Young</b> @4byoung		@JohnWLewis A1-Big downside to failure, ppl don't know how to create an innovative culture, too focused on today's revenues #innochat
12:21:21 17:21:21	<b>Doug Garnett</b> @AtomicAdMan		@TomAsacker @JohnWLewis I think that's a great point...assuming we allow necessary vs unnecessary to be a perceptio... <a href="https://t.co/ZzzSlnIOH7">https://t.co/ZzzSlnIOH7</a>
12:21:26 17:21:26	<b>John W Lewis</b> @JohnWLewis		@TomAsacker Do you get the brakes checked on your car before or after they fail?   #innochat
12:21:42 17:21:42	<b>Brenda Young</b> @4byoung		RT @dshlvrsn: @JohnWLewis Irrelevance is the biggest risk of all. #innochat
12:22:10 17:22:10	<b>Jim Katzaman</b> \$ #LifeInsurance \$ Worker #Benefit		A2 Short-term risk at least gets the worry out of the way quickly. Long-term, and the risk seems to compound. #innochat
12:22:12 17:22:12	<b>Brenda Young</b> @4byoung		RT @Carol_Stephen: A1. Innovation may seem to edgy to key executives. Many prefer the tried and true. #KeepDoingWhatYoureDoing #innochat
12:22:15 17:22:15	<b>John W Lewis</b> @JohnWLewis		@mikeboysen @AtomicAdMan Hi Mike! Great to see you. #innochat
12:23:21 17:23:21	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/bEBlfJapXK">https://t.co/bEBlfJapXK</a>
12:23:45 17:23:45	<b>Carol Stephen</b> @Carol_Stephen		@JohnWLewis A shared view is not always possible. But Change Management can help. #innochat
12:24:39 17:24:39	<b>Carol Stephen</b> @Carol_Stephen		@JohnWLewis Some people wait for the smoke to come out of the engine before changing the oil! #innochat
12:24:47 17:24:47	<b>John W Lewis</b> @JohnWLewis		I think it's mainly about the nature of the risk that's considered acceptable. And that changes over time. #innochat
12:25:42 17:25:42	<b>John W Lewis</b> @JohnWLewis		They do. But is that considered sensible. You could not bother with insurance, but it would be considered unnecessa... <a href="https://t.co/8hEUkPLQjw">https://t.co/8hEUkPLQjw</a>
12:26:45 17:26:45	<b>John W Lewis</b> @JohnWLewis		@TomAsacker So if it because accepted that an innovation audit was done regularly, might that change behaviour? #innochat

12:27:14 17:27:14	<b>Brenda Young</b> @4byoung	 RT @Carol_Stephen: A2. There's a danger to considering quarterly results (short term) to longer term innovation. #innochat
12:27:23 17:27:23	<b>Carol Stephen</b> @Carol_Stephen	 @JohnWLewis Let's see what @JKatzaman has to say about insurance and risk! #innochat :D
12:27:41 17:27:41	<b>John W Lewis</b> @JohnWLewis	 In some ways, innovation is like the inverse of insurance. You are paying a premium to be prepared for events which... <a href="https://t.co/ooAk856jkZ">https://t.co/ooAk856jkZ</a>
12:27:52 17:27:52	<b>Tom Asacker</b> @TomAsacker	 @JohnWLewis The CEO has to be the chief innovation inspector! #innochat
12:28:04 17:28:04	<b>Doug Garnett</b> @AtomicAdMan	 @mikeboysen @JohnWLewis True. Yet there always reaches a decision point for big #innovation (e.g. new product vs in... <a href="https://t.co/robudWtvZ3">https://t.co/robudWtvZ3</a>
12:28:11 17:28:11	<b>John W Lewis</b> @JohnWLewis	 @Carol_Stephen @JKatzaman I'd be interested in that. But he's on a short leash today! ;- ) #innochat
12:28:31 17:28:31	<b>Carol Stephen</b> @Carol_Stephen	 I like it! RT @TomAsacker: The CEO has to be the chief innovation inspector! #innochat
12:28:35 17:28:35	<b>John W Lewis</b> @JohnWLewis	 Q3 How can be "derisk" innovation? #innochat
12:29:47 17:29:47	<b>Carol Stephen</b> @Carol_Stephen	 @JohnWLewis @JKatzaman Should we mention all the innovations in shopping and home delivery? Or would that be rude? #innochat
12:29:54 17:29:54	<b>John W Lewis</b> @JohnWLewis	 It seems to me that far too much innovation activity is superficial and not firmly based on the purpose of the orga... <a href="https://t.co/kWPgVlJFgX">https://t.co/kWPgVlJFgX</a>
12:30:08 17:30:08	<b>Brenda Young</b> @4byoung	 @JohnWLewis @Carol_Stephen @JohnWLewis @Carol_Stephen @JohnWLewis Short term risk may be easier to manage. Long ter... <a href="https://t.co/foL1bWlcfU">https://t.co/foL1bWlcfU</a>
12:31:03 17:31:03	<b>Doug Garnett</b> @AtomicAdMan	 @JohnWLewis Excellent point. In a sense, the more innovation is put out as a separate activity, the less it is inhe... <a href="https://t.co/SbXTjko6qh">https://t.co/SbXTjko6qh</a>
12:31:20 17:31:20	<b>John W Lewis</b> @JohnWLewis	 Haha! Good example. One of the things that many people seem not to consider is that innovation DOES happen, whether... <a href="https://t.co/4H4bPLUQwQ">https://t.co/4H4bPLUQwQ</a>
12:31:21 17:31:21	<b>Michael Saunby</b> @msaunby	 @JohnWLewis Insurance is necessary in many cases because society as a whole doesn't like compensating those less fo... <a href="https://t.co/ijRDpH5plM">https://t.co/ijRDpH5plM</a>
12:31:50 17:31:50	<b>Jim Katzaman \$</b> #LifeInsurance \$ Worker #Benefito	 @JohnWLewis @Carol_Stephen Impending leash. The tough thing about people to understand is that insurance is finan... <a href="https://t.co/MT4ueRCDkh">https://t.co/MT4ueRCDkh</a>
12:32:26 17:32:26	<b>Doug Garnett</b> @AtomicAdMan	 @Carol_Stephen @JohnWLewis @JKatzaman Guess he'll have to discover those on his own. :- ) #innochat
12:32:40 17:32:40	<b>Carol Stephen</b> @Carol_Stephen	 A3. To "Derisk" innovation takes a true sales job. An emotional plea plus statistics for the data-loving crowd are... <a href="https://t.co/TjTZg3xaco">https://t.co/TjTZg3xaco</a>
12:32:50 17:32:50	<b>John W Lewis</b> @JohnWLewis	 Developing a more solid doctrine about what innovation is and how it happens provides a basis for formulating a str... <a href="https://t.co/ydkbyymNgs">https://t.co/ydkbyymNgs</a>
12:33:03 17:33:03	<b>Brenda Young</b> @4byoung	 @JohnWLewis @TomAsacker Would the innovation audit include performance metrics (affecting pay & other incentives) for mgmt? #innochat
12:33:16 17:33:16	<b>Michael Saunby</b> @msaunby	 @JohnWLewis As for innovation. Again, probably most opportunities are ignored simply because it's hoped that the lo... <a href="https://t.co/iltiwsikit">https://t.co/iltiwsikit</a>
12:33:56 17:33:56	<b>John W Lewis</b> @JohnWLewis	 Haha!! Are you reaching the end of your tether?!?! #innochat <a href="https://t.co/Ykg8fYO7dCC">https://t.co/Ykg8fYO7dCC</a>
12:33:59 17:33:59	<b>Brenda Young</b> @4byoung	 Very important! RT @TomAsacker: @JohnWLewis The CEO has to be the chief innovation inspector! #innochat
12:34:31 17:34:31	<b>Carol Stephen</b> @Carol_Stephen	 @JohnWLewis Definitely! Nobody wants to be a lemming, right? #innochat <a href="https://t.co/53skYYUTQ2">https://t.co/53skYYUTQ2</a>
12:34:53 17:34:53	<b>John W Lewis</b> @JohnWLewis	 @msaunby Hello Michael! Would that be like not looking at the weather forecast because you might not like what you see! ;- ) #innochat



12:34:55 17:34:55	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis I've become concerned by the tendency to "bring in" innovation teams from outside. Yet my experience is... <a href="https://t.co/ONINwUf3d9">https://t.co/ONINwUf3d9</a>
12:35:14 17:35:14	<b>Jim Katzaman \$</b> #LifeInsurance \$ Worker #Benefit		A3 You could say you derisk innovation by not doing it. On the other hand, there's the risk of staying put and miss... <a href="https://t.co/Z2rGfmSJ1">https://t.co/Z2rGfmSJ1</a>
12:36:12 17:36:12	<b>Jim Katzaman \$</b> #LifeInsurance \$ Worker #Benefit		@JohnWLewis Actually, I've just been told, "Let's go." #innochat
12:36:31 17:36:31	<b>Tom Asacker</b> @TomAsacker		@JohnWLewis In my experience, innovation is more a matter of identity than anything else. Why are we doing it? Beca... <a href="https://t.co/6k1xwkbXha">https://t.co/6k1xwkbXha</a>
12:36:46 17:36:46	<b>John W Lewis</b> @JohnWLewis		Off topic, but reminds me of advice to pilots on forced landing at night (at nasty situation): "when you get near t... <a href="https://t.co/lfxaFJQziS">https://t.co/lfxaFJQziS</a>
12:36:55 17:36:55	<b>Brenda Young</b> @4byoung		RT @JohnWLewis: I think it's mainly about the nature of the risk that's considered acceptable. And that changes over time. #innochat
12:37:16 17:37:16	<b>John W Lewis</b> @JohnWLewis		@JKatzaman Bye then! Thanks for your time, Jim. #innochat
12:37:51 17:37:51	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis What it is, how it happens, and its purpose in this particular organization's strategy: What, why, and... <a href="https://t.co/7Hu3BvGxhl">https://t.co/7Hu3BvGxhl</a>
12:38:27 17:38:27	<b>John W Lewis</b> @JohnWLewis		Definitely. People do things which are consistent with their purpose. And too much innovation activity is being don... <a href="https://t.co/N77b7YAegp">https://t.co/N77b7YAegp</a>
12:38:57 17:38:57	<b>John W Lewis</b> @JohnWLewis		@VinceSkolny Hello Vince! Good to see you. #innochat
12:39:18 17:39:18	<b>Vince Skolny</b> @VinceSkolny		@JohnWLewis Hello, John! #innochat
12:39:23 17:39:23	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis @msaunby Pretty funny and often true. That said, I know companies whose MO is to let others do the cutt... <a href="https://t.co/TOMDo7JJJU">https://t.co/TOMDo7JJJU</a>
12:39:23 17:39:23	<b>John W Lewis</b> @JohnWLewis		Q4 How will organizations which perceive risk realistically outperform those which do not? #innochat
12:40:03 17:40:03	<b>Brenda Young</b> @4byoung		@JohnWLewis A3 -One way is to consider the big risk to the corp over time if they ignore innovation. #innochat
12:40:25 17:40:25	<b>Michael Saunby</b> 👍👍👍 @msaunby		@JohnWLewis Ha! Probably more like not bothering to produce sector specific forecasts because all the information... <a href="https://t.co/jwVnBZ4c4I">https://t.co/jwVnBZ4c4I</a>
12:40:32 17:40:32	<b>John W Lewis</b> @JohnWLewis		@AtomicAdMan @msaunby That's fine too, as long as it's how they choose to operate. #TheSecondMouseGetsTheCheese... <a href="https://t.co/ELSr8OLiYM">https://t.co/ELSr8OLiYM</a>
12:40:42 17:40:42	<b>Carol Stephen</b> @Carol_Stephen		RT @JohnWLewis: Q4 How will organizations which perceive risk realistically outperform those which do not? #innochat
12:41:00 17:41:00	<b>Doug Garnett</b> @AtomicAdMan		@mikeboysen @JohnWLewis @Strategyn Being a Six Sigma critic, what I've seen is that Six Sigma prevents innovation.... <a href="https://t.co/fPxe9O8Z5i">https://t.co/fPxe9O8Z5i</a>
12:41:26 17:41:26	<b>Carol Stephen</b> @Carol_Stephen		Tweets about #innochat have reached 45,994 accounts <a href="https://t.co/vo4xgglPor">https://t.co/vo4xgglPor</a> via @unionmetrics
12:42:07 17:42:07	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis @msaunby It's a strategic choice. In the case of one company I know, I worked with them on some true in... <a href="https://t.co/ZDUIKBs7q6">https://t.co/ZDUIKBs7q6</a>
12:42:25 17:42:25	<b>John W Lewis</b> @JohnWLewis		Thank you, Carol! Not bad, eh? #innochat <a href="https://t.co/9PGinEy8Kc">https://t.co/9PGinEy8Kc</a>
12:42:42 17:42:42	<b>Carol Stephen</b> @Carol_Stephen		@JohnWLewis Wonderfully great, I'd say! :D #innochat
12:43:57 17:43:57	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis A4. Great Q. Not to be too simplistic. But they reap the reward of less loss on unwise risk along with... <a href="https://t.co/tCu3rhjE5y">https://t.co/tCu3rhjE5y</a>
12:44:00 17:44:00	<b>Carol Stephen</b> @Carol_Stephen		A4. Like the stock market, there's a balance to achieve between risk and performance. #innochat

12:44:26 17:44:26	<b>John W Lewis</b> @JohnWLewis		Q5 What can we do or say differently to influence people and organizations to assess the true risk of innovating, o... <a href="https://t.co/pWtPKwx04Z">https://t.co/pWtPKwx04Z</a>
12:45:03 17:45:03	<b>Brenda Young</b> @4byoung		@msaunby @JohnWLewis True and it depends on mgmt ignoring major structural changes to the market and new tech that... <a href="https://t.co/61JnaxlDyf">https://t.co/61JnaxlDyf</a>
12:46:02 17:46:02	<b>Tom Asacker</b> @TomAsacker		@JohnWLewis Tell them that you heard that their fiercest competitor is aggressively looking into the initiative. :) #innochat
12:46:21 17:46:21	<b>Doug Garnett</b> @AtomicAdMan		@mikeboysen @JohnWLewis @Strategyn BTW... Read that Bosch study from last week. Those were incremental innovations... <a href="https://t.co/YUIkBFcQzw">https://t.co/YUIkBFcQzw</a>
12:47:01 17:47:01	<b>John W Lewis</b> @JohnWLewis		@4byoung @msaunby Yes, it seems to me that an important aspect is *timing*. The success of innovative products depe... <a href="https://t.co/SbZCoAaPKo">https://t.co/SbZCoAaPKo</a>
12:47:19 17:47:19	<b>Brenda Young</b> @4byoung		Ha! Ha! #innochat <a href="https://t.co/UtIJo8ibGk">https://t.co/UtIJo8ibGk</a>
12:48:30 17:48:30	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis One biz school prof was explicit about entrepreneurs: They aren't people who love risk - but ones who... <a href="https://t.co/REW32tlOFL">https://t.co/REW32tlOFL</a>
12:48:37 17:48:37	<b>John W Lewis</b> @JohnWLewis		It depends on their disposition to innovation of that kind. That certainly acts as a spur to the "late majority"/co... <a href="https://t.co/pzg9Tolptx">https://t.co/pzg9Tolptx</a>
12:49:11 17:49:11	<b>Brenda Young</b> @4byoung		@AtomicAdMan @JohnWLewis @msaunby Could also be said of Apple lately. #innochat
12:49:51 17:49:51	<b>John W Lewis</b> @JohnWLewis		Definitely!! People like Richard Branson are seen to be risk takers, but he's actually very good at derisking.... <a href="https://t.co/f8lbnVKE5t">https://t.co/f8lbnVKE5t</a>
12:50:09 17:50:09	<b>Doug Garnett</b> @AtomicAdMan		@4byoung @JohnWLewis @msaunby Hesitated to "like" that one, Brenda. You are right. And it's one more example of App... <a href="https://t.co/U8kVuQGoAy">https://t.co/U8kVuQGoAy</a>
12:50:28 17:50:28	<b>Brenda Young</b> @4byoung		@JohnWLewis A4 -They'll still be around vs those that fall behind who will have to merge or go out of business. #innochat
12:51:07 17:51:07	<b>John W Lewis</b> @JohnWLewis		@AtomicAdMan @4byoung @msaunby I agree that Apple seem to behaving as they did last time Steve Jobs left. But this... <a href="https://t.co/mYyAUto7hq">https://t.co/mYyAUto7hq</a>
12:51:24 17:51:24	<b>Michael Saunby</b> @msaunby		@AtomicAdMan @JohnWLewis Microsoft is an interesting example. They've got good labs doing cutting edge research, b... <a href="https://t.co/of3FfQWufN">https://t.co/of3FfQWufN</a>
12:51:32 17:51:32	<b>Vince Skolny</b> @VinceSkolny		Replace ROI with value metrics (EVA, CFROI, etc) and pay attention to both intrinsic value and economic goodwill,... <a href="https://t.co/xoeV1Qx6xk">https://t.co/xoeV1Qx6xk</a>
12:52:46 17:52:46	<b>Carol Stephen</b> @Carol_Stephen		@4byoung @AtomicAdMan @JohnWLewis @msaunby Ever since Steve Jobs passed on, we all compare today's Apple to how it... <a href="https://t.co/rbDjQgN5jg">https://t.co/rbDjQgN5jg</a>
12:53:02 17:53:02	<b>John W Lewis</b> @JohnWLewis		@msaunby @AtomicAdMan That's because Microsoft are vendors to the "late majority"/conservative adopters who value *... <a href="https://t.co/wiq3QXENno">https://t.co/wiq3QXENno</a>
12:53:11 17:53:11	<b>Brenda Young</b> @4byoung		@AtomicAdMan @mikeboysen @JohnWLewis @Strategyn Agreed. Six Sigma taken to an extreme can crowd out all that risky... <a href="https://t.co/4CNvQoDeCP">https://t.co/4CNvQoDeCP</a>
12:53:23 17:53:23	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis @4byoung @msaunby I look at Jobs' brilliance primarily as silo-busting - focusing on the totality of th... <a href="https://t.co/iyGLVnTDBe">https://t.co/iyGLVnTDBe</a>
12:54:57 17:54:57	<b>John W Lewis</b> @JohnWLewis		Any other important aspects of innovation and risk that we haven't touched on? #innochat
12:55:08 17:55:08	<b>Doug Garnett</b> @AtomicAdMan		@msaunby @JohnWLewis @4byoung Are we allowed to hope? :- ) #innochat
12:56:10 17:56:10	<b>John W Lewis</b> @JohnWLewis		#innochat There will be others, I'm sure. <a href="https://t.co/NwhBewCeN6">https://t.co/NwhBewCeN6</a>
12:56:35 17:56:35	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis If we return to previous discussions of classifications of #innovation types, risk is not the same acro... <a href="https://t.co/bkXl9Iepmx">https://t.co/bkXl9Iepmx</a>
12:57:06 17:57:06	<b>Brenda Young</b> @4byoung		True and also waiting too long to incorporate/compete w/competitors who are bringing innovations to market 3 to 4 y... <a href="https://t.co/1LuIClm5lr">https://t.co/1LuIClm5lr</a>

12:57:41 17:57:41	<b>Brenda Young</b> @4byoung	 RT @Carol_Stephen: A4. Like the stock market, there's a balance to achieve between risk and performance. #innochat
12:57:54 17:57:54	<b>John W Lewis</b> @JohnWLewis	 I love that, Brenda!! Someone once asked me: "let me know when you've figured out how to mainstream sustainability!... <a href="https://t.co/ivW97APhem">https://t.co/ivW97APhem</a>
12:57:58 17:57:58	<b>Doug Garnett</b> @AtomicAdMan	 @4byoung It's disappointing when they follow Samsung - especially when they pick up user interface things from Sams... <a href="https://t.co/kJCK5rsko8">https://t.co/kJCK5rsko8</a>
12:59:38 17:59:38	<b>Brenda Young</b> @4byoung	 @JohnWLewis A5- The future belongs to those who plan for it and, for the others, the future still arrives even when... <a href="https://t.co/1vPPQIdlu3">https://t.co/1vPPQIdlu3</a>
12:59:50 17:59:50	<b>John W Lewis</b> @JohnWLewis	 Great chatting with all you innocats! Well done and thank you, as always, for your insightful contributions to #innochat
13:01:02 18:01:02	<b>Brenda Young</b> @4byoung	 @JohnWLewis Can be sad, too, when considering the potential some companies had--like Xerox, Kodak, etc. #innochat
13:01:45 18:01:45	<b>Carol Stephen</b> @Carol_Stephen	 Thank you @JohnWLewis for the thought-provoking #innochat! See you next time. #highfive <a href="https://t.co/a2OmR6mcPW">https://t.co/a2OmR6mcPW</a>
13:04:11 18:04:11	<b>Brenda Young</b> @4byoung	 @JohnWLewis Always others to follow and usually in a new area. While ppl are focused on smartphones, there prob is... <a href="https://t.co/bXqYR8o1IE">https://t.co/bXqYR8o1IE</a>
13:09:34 18:09:34	<b>kim flum</b> @kimflum	 @JohnWLewis @4byoung @quickmuse @DreaVilleneuve @dshlvrsn @JKatzaman yes please. i seem to need that alarm every week. #innochat
13:10:38 18:10:38	<b>Ken Gordon</b> @quickmuse	 @JohnWLewis @DreaVilleneuve @dshlvrsn @kimflum @JKatzaman @4byoung Sorry to have missed it, folks! #innochat
13:12:37 18:12:37	<b>John W Lewis</b> @JohnWLewis	 @kimflum @4byoung @quickmuse @DreaVilleneuve @dshlvrsn @JKatzaman Let's see what we can do! How long in advance wou... <a href="https://t.co/mZnO8T MWP">https://t.co/mZnO8T MWP</a>