

# Innochat

## How do we choose innovations?

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

Between **2018 Feb 15 11:45** and **2018 Feb 15 13:15**  
15 people sent 150 messages containing #innochat

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12:00:48 17:00:48	<b>Adam Hansen</b> @adhansen		Happy to join in with the innocats at #innochat. Framing post here - <a href="https://t.co/bhPM7XsXwk">https://t.co/bhPM7XsXwk</a>
12:00:51 17:00:51	<b>John W Lewis</b> @JohnWLewis		Let's discuss the levels of criteria, maturity, and any other factors on which we base our evaluation and selection... <a href="https://t.co/LAwi4pWMfW">https://t.co/LAwi4pWMfW</a>
12:00:56 17:00:56	<b>Beth Staub</b> @AdventureGlass		What? I made it to #innochat! I am so excited! <a href="https://t.co/3asBQ1YV13">https://t.co/3asBQ1YV13</a>
12:00:58 17:00:58	<b>Adam Hansen</b> @adhansen		RT @JohnWLewis: Welcome to #innochat! Our topic is "How do we choose innovations?"
12:01:33 17:01:33	<b>John W Lewis</b> @JohnWLewis		@adhansen Hello Adam! Great to see you. #innochat
12:01:37 17:01:37	<b>Beth Staub</b> @AdventureGlass		Great topic! #innochat <a href="https://t.co/6dqtVZpZsh">https://t.co/6dqtVZpZsh</a>
12:01:45 17:01:45	<b>Brenda Young</b> @4byoung		RT @adhansen: Happy to join in with the innocats at #innochat. Framing post here - <a href="https://t.co/bhPM7XsXwk">https://t.co/bhPM7XsXwk</a>
12:02:12 17:02:12	<b>John W Lewis</b> @JohnWLewis		Beth! Where have you been all this time? ;-)) ... Great to see you! #innochat <a href="https://t.co/BdJB9HvpxC">https://t.co/BdJB9HvpxC</a>
12:02:31 17:02:31	<b>Adam Hansen</b> @adhansen		@JohnWLewis Sure. Criteria first? #innochat
12:03:09 17:03:09	<b>Beth Staub</b> @AdventureGlass		I found this crazy new INNOVATIVE contraption called a calendar! :) To a prosperous NEW YEAR! #innochat <a href="https://t.co/hHjbNzStGz">https://t.co/hHjbNzStGz</a>
12:03:11 17:03:11	<b>Ken Gordon</b> @quickmuse		@adhansen @JohnWLewis Yeah! #innochat Go criteria!
12:03:20 17:03:20	<b>John W Lewis</b> @JohnWLewis		@adhansen Fire away, Adam! Our Q/A structure is getting more flexible these days! #innochat
12:04:08 17:04:08	<b>John W Lewis</b> @JohnWLewis		@quickmuse @adhansen Hello Ken! Good to see you, too! Go..! ;-)) #innochat
12:04:38 17:04:38	<b>Adam Hansen</b> @adhansen		I love leverage. Which criteria carry most of the burden for success? Robert Cooper's NewProd work showed that Uniq... <a href="https://t.co/48sTeiK1ZE">https://t.co/48sTeiK1ZE</a>
12:05:16 17:05:16	<b>John W Lewis</b> @JohnWLewis		It seems to me that there are multiple levels at which people and organizations evaluate innovations. #innochat
12:05:41 17:05:41	<b>Adam Hansen</b> @adhansen		Uniqueness with Relevance is the realm of All Trial, No Repeat. Relevance without Uniqueness is unprofitable competition. #innochat
12:06:06 17:06:06	<b>Brenda Young</b> @4byoung		In a number of cases, "good enough" is a driving factor --price, utility, ease of use, etc. #innochat

















12:06:16 17:06:16	<b>John W Lewis</b> @JohnWLewis		@adhansen I like that. Far better than some people's base level of, e.g. let's use this new technology for something! #innochat
12:07:08 17:07:08	<b>Ken Gordon</b> @quickmuse		@JohnWLewis @adhansen Go? I just got here? #innochat
12:07:20 17:07:20	<b>Saul Kaplan</b> @skap5		We don't select innovations we choose to innovate. Inventions are things, innovation is a process, a better way to deliver value. #innochat
12:07:42 17:07:42	<b>Adam Hansen</b> @adhansen		Overall, Uniqueness has more of an Income-Statement effect; Relevance a Balance-Sheet impact. #innochat
12:07:44 17:07:44	<b>John W Lewis</b> @JohnWLewis		@4byoung Hello Brenda! Thanks for joining us again! Yes, this relates to the category of adopters too. #innochat
12:09:39 17:09:39	<b>John W Lewis</b> @JohnWLewis		@skap5 Hello Saul, Well, adopters do evaluate and select at some point. And, many orgs which use purely tactical ap... <a href="https://t.co/wsAobUpyWh">https://t.co/wsAobUpyWh</a>
12:10:12 17:10:12	<b>Brainzooming Group</b> @Brainzooming		Trying to make engineers & scientists more creative? 3 Quick Ways to Identify Strong Creative Thinking Skills... <a href="https://t.co/oXqCeocf2u">https://t.co/oXqCeocf2u</a>
12:10:23 17:10:23	<b>Kathleen Kruse (KK)</b> @kkruse		ON NOW at #Innochat: "How do we choose innovations?" <a href="https://t.co/LfdipMYa9">https://t.co/LfdipMYa9</a> . Leader @JohnWLewis asks, "What are t... <a href="https://t.co/kuLmiVKzTC">https://t.co/kuLmiVKzTC</a>
12:11:01 17:11:01	<b>John W Lewis</b> @JohnWLewis		@quickmuse @adhansen Ah, so did you mean: "Go criteria?" i.e. what are they? 💎💎 #innochat
12:11:27 17:11:27	<b>Beth Staub</b> @AdventureGlass		THIS! #innochat <a href="https://t.co/PWogxOe5vA">https://t.co/PWogxOe5vA</a>
12:13:29 17:13:29	<b>John W Lewis</b> @JohnWLewis		This is neat. Talking of income, though, some people judge innovations based on the money they can make from them.... <a href="https://t.co/XmpjLYPpir">https://t.co/XmpjLYPpir</a>
12:13:48 17:13:48	<b>Saul Kaplan</b> @skap5		Customers hire new solutions that are better than those available to them today. Organizations innovate when they c... <a href="https://t.co/GhFgEn5Tma">https://t.co/GhFgEn5Tma</a>
12:14:21 17:14:21	<b>Beth Staub</b> @AdventureGlass		Nicely stated #innochat <a href="https://t.co/3y8sEbucML">https://t.co/3y8sEbucML</a>
12:14:39 17:14:39	<b>Ken Gordon</b> @quickmuse		@JohnWLewis @adhansen So you didn't mean "Leave! Right now" #innochat 💎💎
12:14:41 17:14:41	<b>Adam Hansen</b> @adhansen		@JohnWLewis Sure. I meant financial impact on the innovating enterprise. #innochat
12:15:00 17:15:00	<b>Beth Staub</b> @AdventureGlass		hashtag truth #innochat <a href="https://t.co/f1mDRoIuP7">https://t.co/f1mDRoIuP7</a>
12:15:08 17:15:08	<b>John W Lewis</b> @JohnWLewis		@skap5 Yup. And the jobs-to-be-done approach (at risk of unleashing another torrent on that!) is clearly better tha... <a href="https://t.co/B2vQbb4hGg">https://t.co/B2vQbb4hGg</a>
12:16:31 17:16:31	<b>John W Lewis</b> @JohnWLewis		E.g. the 1/4 inch drill, vs. 1/4 inch hole thing is fine. But what if the job is to hang a painting, remodel the ro... <a href="https://t.co/fag2H6HNiB">https://t.co/fag2H6HNiB</a>
12:18:25 17:18:25	<b>Martin Lieberman</b> @martinlieberman		@quickmuse @JohnWLewis @adhansen Is this what you meant? #innochat <a href="https://t.co/S4tMyuNQhU">https://t.co/S4tMyuNQhU</a>
12:18:33 17:18:33	<b>Lauren Cooney</b> @lcooney		@JohnWLewis Or the money / time saved. Ideally it's driving revenue but in IT, for example, it's still cost/time savings #innochat
12:18:42 17:18:42	<b>Brenda Young</b> @4byoung		@JohnWLewis Agreed. Consumers have diff criteria vs. small biz vs. enterprise decision makers. Context is very impo... <a href="https://t.co/XBmQAgmINr">https://t.co/XBmQAgmINr</a>
12:18:52 17:18:52	<b>John W Lewis</b> @JohnWLewis		IMHO, there are approx 4 different levels: - newness (often tech.); - makes money; - customer need; and (the... <a href="https://t.co/gU9jzdtgyr">https://t.co/gU9jzdtgyr</a>
12:18:55 17:18:55	<b>Larry Mount</b> @LazBlazter		@JohnWLewis I may even manage a tweet or two if signal on the train permits #innochat
12:19:30 17:19:30	<b>Adam Hansen</b> @adhansen		Does anyone else see any other criteria as important as Uniqueness and Relevance? I want to be challenged! #innochat

12:19:34 17:19:34	<b>Saul Kaplan</b> @skap5		Markets are shifting from settling for tweaks (share taking) to demanding transformational solutions to their jobs-... <a href="https://t.co/v6sCdOEWts">https://t.co/v6sCdOEWts</a>
12:20:12 17:20:12	<b>Beth Staub</b> @AdventureGlass		agreed #innochat <a href="https://t.co/bB3CyG5FpP">https://t.co/bB3CyG5FpP</a>
12:20:59 17:20:59	<b>Lauren Cooney</b> @lcooney		Customer need should come first always... product/market fit is critical in innovation #innochat <a href="https://t.co/4CwN9EbJNJ">https://t.co/4CwN9EbJNJ</a>
12:20:59 17:20:59	<b>John W Lewis</b> @JohnWLewis		@adhansen Oh there are many, I think. In my view, the main adopter categories relate to those two, buy by different measures. #innochat
12:22:50 17:22:50	<b>Beth Staub</b> @AdventureGlass		Efficiency. #innochat over both Uniqueness and Relevance <a href="https://t.co/rTBedrxvFD">https://t.co/rTBedrxvFD</a>
12:22:53 17:22:53	<b>John W Lewis</b> @JohnWLewis		@adhansen The approach I take to distinguishing the main adopter categories is that they are based on these differe... <a href="https://t.co/RcH5ehISgr">https://t.co/RcH5ehISgr</a>
12:23:33 17:23:33	<b>Adam Hansen</b> @adhansen		@JohnWLewis Anything that predicts innovation success more than 80%. Sure, criteria around fit w brand equity, bein... <a href="https://t.co/JWmlhZxE8i">https://t.co/JWmlhZxE8i</a>
12:23:56 17:23:56	<b>Beth Staub</b> @AdventureGlass		Sustainability #innochat <a href="https://t.co/rTBedrxvFD">https://t.co/rTBedrxvFD</a>
12:24:24 17:24:24	<b>Adam Hansen</b> @adhansen		@AdventureGlass Part of Relevance, no? #innochat
12:24:47 17:24:47	<b>Beth Staub</b> @AdventureGlass		Agreed, without them, you have nothing #innochat <a href="https://t.co/iWlmy99xDZ">https://t.co/iWlmy99xDZ</a>
12:24:55 17:24:55	<b>John W Lewis</b> @JohnWLewis		@AdventureGlass As with all these things, it depends on the dimension in which it is "unique". It could be the most... <a href="https://t.co/mteRFjIGO6">https://t.co/mteRFjIGO6</a>
12:25:25 17:25:25	<b>Lauren Cooney</b> @lcooney		@skap5 And those that are transformational are also new partner & business models. That should also be characterize... <a href="https://t.co/VN7MfzWmwQ">https://t.co/VN7MfzWmwQ</a>
12:25:31 17:25:31	<b>Saul Kaplan</b> @skap5		Desirability, Feasibility, Viability. It's not an innovation until its a better way to create, deliver, and capture... <a href="https://t.co/UQpZEQAXAI">https://t.co/UQpZEQAXAI</a>
12:25:37 17:25:37	<b>Beth Staub</b> @AdventureGlass		oh no - I disagree with that. Relevance is need at the moment - doesn't mean it will be sustainable throughout... <a href="https://t.co/2yL8KPR254">https://t.co/2yL8KPR254</a>
12:25:41 17:25:41	<b>John W Lewis</b> @JohnWLewis		#innochat <a href="https://t.co/tSdZmNZiLm">https://t.co/tSdZmNZiLm</a>
12:26:53 17:26:53	<b>Brenda Young</b> @4byoung		@lcooney @adhansen Good point. Great innovation that is priced out of reach for the market doesn't work. e.g., the... <a href="https://t.co/nGGcH9pEdW">https://t.co/nGGcH9pEdW</a>
12:27:04 17:27:04	<b>Beth Staub</b> @AdventureGlass		I come from educational background - school finds curriculum A relevant for it's community because it's booming. D... <a href="https://t.co/WcbuEXFOUI">https://t.co/WcbuEXFOUI</a>
12:27:34 17:27:34	<b>John W Lewis</b> @JohnWLewis		Quite so, Saul. Significant value is only provided by an innovation which it crosses the chasm and reaches the main... <a href="https://t.co/A5WAXMJBcI">https://t.co/A5WAXMJBcI</a>
12:28:03 17:28:03	<b>John W Lewis</b> @JohnWLewis		Concorde, anyone?! #innochat <a href="https://t.co/HG14S8KAmG">https://t.co/HG14S8KAmG</a>
12:28:34 17:28:34	<b>Adam Hansen</b> @adhansen		@AdventureGlass Cool. We need some operational definitions, because I would certainly see Sustainability as being a... <a href="https://t.co/To39x7hLsN">https://t.co/To39x7hLsN</a>
12:29:01 17:29:01	<b>Saul Kaplan</b> @skap5		@lcooney Agree Lauren. Business model innovation is imperative to avoid being netflixed. Tweaks aren't enough. #innochat
12:29:25 17:29:25	<b>John W Lewis</b> @JohnWLewis		That's a problem, Beth! Is that because judgements are made subjectively and/or without any strategic basis?... <a href="https://t.co/Gprfv6lRB">https://t.co/Gprfv6lRB</a>
12:29:50 17:29:50	<b>Beth Staub</b> @AdventureGlass		I would agree in business. In education - not so much lol. #innochat It's unfortunate and expensive and a waste o... <a href="https://t.co/WK9yLPsmnJ">https://t.co/WK9yLPsmnJ</a>
12:30:34 17:30:34	<b>Adam Hansen</b> @adhansen		@skap5 And if you let Feasibility weigh too heavily early on, you'll leave tons of value on the table. You want to... <a href="https://t.co/Jk5yqSCGUD">https://t.co/Jk5yqSCGUD</a>

12:30:43 17:30:43	<b>John W Lewis</b> @JohnWLewis		@adhansen @AdventureGlass Someone once asked me: "let me know when you've figured out how to mainstream sustainabil... <a href="https://t.co/pnOZt9244u">https://t.co/pnOZt9244u</a>
12:30:46 17:30:46	<b>Beth Staub</b> @AdventureGlass		YES. You nailed it. No strategy. ;) It took over a month to agree on a mission statement. It takes years to... <a href="https://t.co/veoLhLWBjx">https://t.co/veoLhLWBjx</a>
12:31:21 17:31:21	<b>Lauren Cooney</b> @lcooney		@JohnWLewis Well, most of us have been following Elon Musk's innovation into space (SpaceX)... I think mainstream n... <a href="https://t.co/SwfxmgWVM3">https://t.co/SwfxmgWVM3</a>
12:31:48 17:31:48	<b>Beth Staub</b> @AdventureGlass		if only folks would read. . . . and then comprehend. . . . #innochat #factsmatter <a href="https://t.co/XRJLiJuazE">https://t.co/XRJLiJuazE</a>
12:32:06 17:32:06	<b>John W Lewis</b> @JohnWLewis		Sure, Saul, but at what level do we pitch our job selection? #innochat See: <a href="https://t.co/Zmbt1olB91">https://t.co/Zmbt1olB91</a>
12:33:17 17:33:17	<b>Brenda Young</b> @4byoung		RT @skap5: @lcooney Agree Lauren. Business model innovation is imperative to avoid being netflixed. Tweaks aren't enough. #innochat
12:33:23 17:33:23	<b>John W Lewis</b> @JohnWLewis		Haha! (I wasn't sure whether that was aimed at me, teacher!!) 👀👀👀👀#innocha <a href="https://t.co/o3wcp93mbTbT">https://t.co/o3wcp93mbTbT</a>
12:34:07 17:34:07	<b>Beth Staub</b> @AdventureGlass		egads no! It was aimed at most of the USA Educational "leaders". #innochat <a href="https://t.co/JQwJxrij8e8">https://t.co/JQwJxrij8e8</a>
12:34:54 17:34:54	<b>John W Lewis</b> @JohnWLewis		True! #innochat <a href="https://t.co/KvDDoLiNyY">https://t.co/KvDDoLiNyY</a>
12:36:00 17:36:00	<b>Larry Mount</b> @LazBlazter		@adhansen I would put intuitive by design somewhere near the top of my criteria #innochat
12:36:13 17:36:13	<b>Adam Hansen</b> @adhansen		@JohnWLewis The big how-to on JTBD is to make sure they ladder up to some resonant emotional territory, as that's w... <a href="https://t.co/rYPYV2KhnX">https://t.co/rYPYV2KhnX</a>
12:36:33 17:36:33	<b>Saul Kaplan</b> @skap5		@adhansen Agree Adam. Desirability comes first. Customers need to love the idea of a new solution. Feasibility mean... <a href="https://t.co/4imMtqUmZI">https://t.co/4imMtqUmZI</a>
12:36:44 17:36:44	<b>Lauren Cooney</b> @lcooney		@skap5 Exactly. I drove one of @Cisco 's first Minium Viable Product models for our outbound engineering teams. Del... <a href="https://t.co/3QMYLVwM9U">https://t.co/3QMYLVwM9U</a>
12:36:45 17:36:45	<b>John W Lewis</b> @JohnWLewis		My contention is that the *brand* of the vendor/provider is the most important criterion for selection of innovativ... <a href="https://t.co/v2ZDviVwnh">https://t.co/v2ZDviVwnh</a>
12:38:08 17:38:08	<b>John W Lewis</b> @JohnWLewis		@adhansen Sure, but how high up the ladder. Can another brand always surpass the current provider by going higher? #innochat
12:38:09 17:38:09	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis Good morning. "An automatic door is no substitute for a hotel doorman because the role of a doorman enc... <a href="https://t.co/bl87YQR2TM">https://t.co/bl87YQR2TM</a>
12:38:45 17:38:45	<b>Adam Hansen</b> @adhansen		@skap5 This depends on the scope of your innovation initiative. If it's sufficiently new, it's harder to assess fea... <a href="https://t.co/jjU3nhU3XA">https://t.co/jjU3nhU3XA</a>
12:39:01 17:39:01	<b>John W Lewis</b> @JohnWLewis		@AtomicAdMan Hello Doug! #innochat
12:39:11 17:39:11	<b>Brenda Young</b> @4byoung		RT @LazBlazter: @adhansen I would put intuitive by design somewhere near the top of my criteria #innochat
12:40:04 17:40:04	<b>Dale Halvorson</b> @daleh @daleh		@adhansen @JohnWLewis Depends on how you do it. Strategyn's algorithm highlights segments right in the middle of th... <a href="https://t.co/bnCAeOAhEE">https://t.co/bnCAeOAhEE</a>
12:40:39 17:40:39	<b>Adam Hansen</b> @adhansen		@skap5 I want to establish the horse/cart/rider sequence. Solve for Desirability first and foremost - if you don't,... <a href="https://t.co/I9oKV9dNFX">https://t.co/I9oKV9dNFX</a>
12:40:41 17:40:41	<b>Dale Halvorson</b> @daleh @daleh		@AtomicAdMan @JohnWLewis We call that more jobs being done #innochat
12:41:19 17:41:19	<b>Beth Staub</b> @AdventureGlass		Could not agree more. #innochat <a href="https://t.co/PTbzBCjkCo">https://t.co/PTbzBCjkCo</a>
12:41:41 17:41:41	<b>John W Lewis</b> @JohnWLewis		@adhansen @skap5 @RogerLMartin Yes, and feasibility is affected mostly not by advantages, but by disadvantages: new... <a href="https://t.co/rMETbPDU4">https://t.co/rMETbPDU4</a>

12:42:00 17:42:00	<b>Adam Hansen</b> @adhansen		@AtomicAdMan @JohnWLewis Atomism v holism! Therein goes many a worthy effort, sadly. #innochat
12:42:00 17:42:00	<b>Doug Garnett</b> @AtomicAdMan		@dshlvrsn @JohnWLewis Perhaps... But many values are difficult to discuss as "jobs". Or the term "jobs" focuses us... <a href="https://t.co/QKrYGOKruE">https://t.co/QKrYGOKruE</a>
12:43:06 17:43:06	<b>Brenda Young</b> @4byoung		@JohnWLewis Do you think that is as important when it's a startup bringing something to market? #innochat
12:43:19 17:43:19	<b>John W Lewis</b> @JohnWLewis		@dshlvrsn @AtomicAdMan The whole "jobs to be done" approach is obviously better than not considering the jobs to be... <a href="https://t.co/7z1NOVgJev">https://t.co/7z1NOVgJev</a>
12:43:28 17:43:28	<b>Adam Hansen</b> @adhansen		@dshlvrsn @JohnWLewis Beyond unmet, does it address unarticulated needs? More room for Uniqueness there. #innochat
12:44:20 17:44:20	<b>John W Lewis</b> @JohnWLewis		@4byoung Yes, I think so. The customer needs to trust the supplier, at some level. #innochat
12:44:42 17:44:42	<b>Dale Halvorson</b> @dshlvrsn		@AtomicAdMan @JohnWLewis Yes. I'm way down a road where some words mean very different things to me. #jtbd definite... <a href="https://t.co/UGKwLgkyqc">https://t.co/UGKwLgkyqc</a>
12:45:27 17:45:27	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis @dshlvrsn I certainly don't oppose JTBD as part of the process or one theory of approach. It's really t... <a href="https://t.co/L8GAJ16pLy">https://t.co/L8GAJ16pLy</a>
12:45:34 17:45:34	<b>Adam Hansen</b> @adhansen		@JohnWLewis @dshlvrsn @AtomicAdMan Speaking from the field where many clients are using JTBD, it's really easy to c... <a href="https://t.co/iNla7s1V3R">https://t.co/iNla7s1V3R</a>
12:46:03 17:46:03	<b>Dale Halvorson</b> @dshlvrsn		@adhansen @JohnWLewis It depends on how you view unarticulated. People cannot tell you how to provide a better solu... <a href="https://t.co/9tcFmWbotG">https://t.co/9tcFmWbotG</a>
12:47:04 17:47:04	<b>Adam Hansen</b> @adhansen		@AtomicAdMan @JohnWLewis @dshlvrsn It's a helpful strategic lens for innovators. When you try to make customers use... <a href="https://t.co/oJ61ocg5gX">https://t.co/oJ61ocg5gX</a>
12:47:26 17:47:26	<b>Dale Halvorson</b> @dshlvrsn		@adhansen @JohnWLewis @AtomicAdMan See the Tolstoy quote I just posted... Good to hear it's catching on. Sad to hea... <a href="https://t.co/XGSXoYojiR">https://t.co/XGSXoYojiR</a>
12:47:29 17:47:29	<b>Beth Staub</b> @AdventureGlass		OMG I love this so much - will you PLEASE go educate our educators!!! #innochat <a href="https://t.co/A3xLsJYUxP">https://t.co/A3xLsJYUxP</a>
12:48:05 17:48:05	<b>Beth Staub</b> @AdventureGlass		and doesn't the "innovation" just fly out the window. #innochat where is the FUN and CREATIVITY <a href="https://t.co/Xu4B9qJFH0">https://t.co/Xu4B9qJFH0</a>
12:48:10 17:48:10	<b>Dale Halvorson</b> @dshlvrsn		@JohnWLewis @AtomicAdMan you lost me... #innochat
12:48:14 17:48:14	<b>John W Lewis</b> @JohnWLewis		The main point to be is that: yes, it needs to be different; yes, it needs to make money; yes, it does to satisfy a... <a href="https://t.co/EV2JP7Uk8t">https://t.co/EV2JP7Uk8t</a>
12:48:51 17:48:51	<b>Beth Staub</b> @AdventureGlass		This made me instantly think of @Medium #innochat <a href="https://t.co/A9153ZMFie">https://t.co/A9153ZMFie</a>
12:49:32 17:49:32	<b>John W Lewis</b> @JohnWLewis		What job, Dale? #innochat -> <a href="https://t.co/Zmbt1olB91">https://t.co/Zmbt1olB91</a>
12:50:05 17:50:05	<b>Doug Garnett</b> @AtomicAdMan		@adhansen @JohnWLewis @dshlvrsn A bit like SWOT? I enjoy using SWOT as a way to sort big things in the world someti... <a href="https://t.co/p1rIKzumMZ">https://t.co/p1rIKzumMZ</a>
12:51:11 17:51:11	<b>Adam Hansen</b> @adhansen		@dshlvrsn @JohnWLewis As innovators, we have to swarm the challenge with questions other than "why" they want somet... <a href="https://t.co/2b6RYbs3d9">https://t.co/2b6RYbs3d9</a>
12:52:14 17:52:14	<b>Beth Staub</b> @AdventureGlass		We consistently use the "helicopter" approach for work/life. Love it. #innochat Helps "see" things. <a href="https://t.co/inVZYol8nl">https://t.co/inVZYol8nl</a>
12:52:16 17:52:16	<b>Mike Boysen</b> @mikeboysen		@AtomicAdMan @JohnWLewis @dshlvrsn That's why we called it the front end of innovation. It's complete in what it do... <a href="https://t.co/UkOvpU6eQg">https://t.co/UkOvpU6eQg</a>
12:52:40 17:52:40	<b>Dale Halvorson</b> @dshlvrsn		@JohnWLewis Could be many different jobs going on. That's where exploring the issue differently opens new segment p... <a href="https://t.co/6z5cNhybk4">https://t.co/6z5cNhybk4</a>
12:52:47 17:52:47	<b>Saul Kaplan</b> @skap5		Love, love the #innochat provocation. Are there future jobs-to-be-done or just future ways to help people with exis... <a href="https://t.co/V4aaxr8CBG">https://t.co/V4aaxr8CBG</a>

12:52:55 17:52:55	<b>John W Lewis</b> @JohnWLewis		@lcooney @Twitter @facebook @amazon That's true. They quickly become the provider of this new thing. #innochat
12:53:07 17:53:07	<b>Doug Garnett</b> @AtomicAdMan		@lcooney @JohnWLewis @dshlvrsn Not so sure here. Kickstarter offers the theory of opportunity. Yet it's begun to be... <a href="https://t.co/OZYO6Y3kOk">https://t.co/OZYO6Y3kOk</a>
12:53:54 17:53:54	<b>Adam Hansen</b> @adhansen		@AtomicAdMan @JohnWLewis @dshlvrsn No map is the territory. Some maps are better, with higher resolution. But still... <a href="https://t.co/YoCVUthDCdU">https://t.co/YoCVUthDCdU</a>
12:54:40 17:54:40	<b>Adam Hansen</b> @adhansen		@AtomicAdMan @JohnWLewis @dshlvrsn Because we weren't mixing metaphors enough for my taste! #maplensmodelsfor200Alex #innochat
12:54:54 17:54:54	<b>Doug Garnett</b> @AtomicAdMan		@mikeboysen @JohnWLewis @dshlvrsn My caution is that I never assume any process can be complete. It may be reliable... <a href="https://t.co/OlhSw2vxUB">https://t.co/OlhSw2vxUB</a>
12:54:58 17:54:58	<b>John W Lewis</b> @JohnWLewis		I'd go even further, Saul. The biggest job-to-be-done is the meta-job of developing a strategic approach to innovat... <a href="https://t.co/r4Vx2yKmxH">https://t.co/r4Vx2yKmxH</a>
12:55:35 17:55:35	<b>Dale Halvorson</b> @dshlvrsn		@skap5 EXCELLENT question. I learned a great answer last November. @ulwick said that the discover of DNA create ton... <a href="https://t.co/PuhnOlxgQ5">https://t.co/PuhnOlxgQ5</a>
12:55:54 17:55:54	<b>Doug Garnett</b> @AtomicAdMan		@adhansen @JohnWLewis @dshlvrsn Am trying to find another metaphor just to raise the complexity to the completely i... <a href="https://t.co/xqvhleegFN">https://t.co/xqvhleegFN</a>
12:56:28 17:56:28	<b>Adam Hansen</b> @adhansen		These pesky humans, with their preference for the beautiful lie v the terrible truth! Sheesh! Oh wait...that's me!... <a href="https://t.co/6Ezwggp4Y3">https://t.co/6Ezwggp4Y3</a>
12:56:57 17:56:57	<b>Brenda Young</b> @4byoung		@adhansen @JohnWLewis @dshlvrsn @AtomicAdMan Yes. Lots of wishful thinking goes on in large corporations. :) #innochat
12:57:14 17:57:14	<b>Mike Boysen</b>  @mikeboysen		@AtomicAdMan @JohnWLewis @dshlvrsn Since you just stated that, it must be true. :) I'll follow the pioneers who hav... <a href="https://t.co/wTilUnKQHO">https://t.co/wTilUnKQHO</a>
12:57:24 17:57:24	<b>John W Lewis</b> @JohnWLewis		@AtomicAdMan @mikeboysen @dshlvrsn Agree. The jobs to be done approach is fine for understanding customers' needs.... <a href="https://t.co/5dDEAdAmD">https://t.co/5dDEAdAmD</a>
12:57:29 17:57:29	<b>Lauren Cooney</b> @lcooney		@JohnWLewis And metric it. Funding often decided in larger orgs by time-bound goals put into place #innochat
12:57:43 17:57:43	<b>Adam Hansen</b> @adhansen		@4byoung @JohnWLewis @dshlvrsn @AtomicAdMan Raindancing or planting seeds? #pathdependency #innochat
12:57:46 17:57:46	<b>Brenda Young</b> @4byoung		+1 #innochat <a href="https://t.co/8ERxXaVcME">https://t.co/8ERxXaVcME</a>
12:58:24 17:58:24	<b>John W Lewis</b> @JohnWLewis		LOL! #innochat <a href="https://t.co/osS1K1ZWuH">https://t.co/osS1K1ZWuH</a>
12:59:08 17:59:08	<b>Mike Boysen</b>  @mikeboysen		@JohnWLewis @AtomicAdMan @dshlvrsn Any solid system activating #JTBD theory would account for this. Fortunately, I... <a href="https://t.co/9oo9i9IDe">https://t.co/9oo9i9IDe</a>
12:59:34 17:59:34	<b>Adam Hansen</b> @adhansen		@JohnWLewis @AtomicAdMan @mikeboysen @dshlvrsn Or that an obvious Job is where you'll get the best ROI on innovatio... <a href="https://t.co/eGouxutjV2">https://t.co/eGouxutjV2</a>
12:59:39 17:59:39	<b>Dale Halvorson</b> @dshlvrsn		@JohnWLewis @AtomicAdMan @mikeboysen Kind of the reverse of 'to a hammer everything looks like a nail.' Yes, differ... <a href="https://t.co/jWCyhD8hH2">https://t.co/jWCyhD8hH2</a>
13:00:00 18:00:00	<b>Doug Garnett</b> @AtomicAdMan		@adhansen @4byoung @JohnWLewis @dshlvrsn Planting seeds if far too on message. Raindancing sounds much more fun. #innochat
13:00:07 18:00:07	<b>John W Lewis</b> @JohnWLewis		Well done and thank you all innocats with another lively and wide ranging #innochat!
13:00:07 18:00:07	<b>Mike Boysen</b>  @mikeboysen		@AtomicAdMan @JohnWLewis @dshlvrsn In fact, I don't have time for #innochat where we seem to be focused on what can... <a href="https://t.co/9bdkwmCPv">https://t.co/9bdkwmCPv</a>
13:00:21 18:00:21	<b>Brenda Young</b> @4byoung		"...yet only a lens..." #innochat <a href="https://t.co/T4iaDoRguj">https://t.co/T4iaDoRguj</a>
13:00:23 18:00:23	<b>Adam Hansen</b> @adhansen		@dshlvrsn @JohnWLewis @AtomicAdMan @mikeboysen Yes! A less-than-obvious Job! But wow! #innochat

13:01:03 18:01:03	<b>Doug Garnett</b> @AtomicAdMan		@JohnWLewis @mikeboysen @dshlvrsn The other truth is that often products/services are bought for one reason but enj... <a href="https://t.co/ePMoZewidMr">https://t.co/ePMoZewidMr</a>
13:01:10 18:01:10	<b>Adam Hansen</b> @adhansen		@JohnWLewis Thanks so much, John! Rousing! #innochat
13:01:17 18:01:17	<b>Beth Staub</b> @AdventureGlass		Thank you John! #innochat <a href="https://t.co/oH5hVzRzFn">https://t.co/oH5hVzRzFn</a>
13:02:29 18:02:29	<b>Mike Boysen</b>  @mikeboysen		@AtomicAdMan @JohnWLewis @dshlvrsn Build a model of the market with all the measures of success. #ODI #JTBD #innochat. Already been solved.
13:02:42 18:02:42	<b>John W Lewis</b> @JohnWLewis		@mikeboysen @AtomicAdMan @dshlvrsn Thank you for your contributions, Mike. We value your participation and are all... <a href="https://t.co/EStpQgSXYv">https://t.co/EStpQgSXYv</a>
13:03:15 18:03:15	<b>Adam Hansen</b> @adhansen		@4byoung We love praying to idols. #homogooficus #innochat
13:03:32 18:03:32	<b>John W Lewis</b> @JohnWLewis		@adhansen You're welcome, Adam. Thank you, as always, for taking part in #innochat
13:04:01 18:04:01	<b>Antonio Santos</b>  @akwyz		@JohnWLewis In our graduate scheme people will be assigned to diferente projects. Is impossible to attribute job ti... <a href="https://t.co/OskH4egVpe">https://t.co/OskH4egVpe</a>
13:04:10 18:04:10	<b>Brenda Young</b> @4byoung		@JohnWLewis Yes. Frothy, superficial innovation activities that change from one month to the next so people have no... <a href="https://t.co/fkxWxniGeT">https://t.co/fkxWxniGeT</a>
13:05:08 18:05:08	<b>Antonio Santos</b>  @akwyz		@JohnWLewis In most areas the academic background is <a href="https://t.co/hHRtwEXOeY">https://t.co/hHRtwEXOeY</a> are just trying to find a reliable, cu... <a href="https://t.co/TN91zV7rbV">https://t.co/TN91zV7rbV</a>
13:05:09 18:05:09	<b>John W Lewis</b> @JohnWLewis		@AdventureGlass Great to see you, Beth, and to get the benefit of your experience of education. Of course, @skap5 f... <a href="https://t.co/aBjPoXUSLC">https://t.co/aBjPoXUSLC</a>
13:05:53 18:05:53	<b>Adam Hansen</b> @adhansen		@woolseynarrows Heh. My inartful metaphor. What I meant is that we need to understand the right order, and not try... <a href="https://t.co/qWlkSIh6hx">https://t.co/qWlkSIh6hx</a>
13:10:19 18:10:19	<b>Adam Hansen</b> @adhansen		@mikeboysen @AtomicAdMan @JohnWLewis @dshlvrsn Heh. Nice work if you can get it, good sir! Right on! #innochat