


Transcript from July 28, 2010 to July 29, 2010 

All times are Pacific Time

July 28, 2010

- 12:11 pm **DrewCM:** @Gwen_Ishmael & @Renee_Hopkins do we have a topic and moderator on deck for #innachat this week?
- 12:44 pm **Renee_Hopkins:** @DrewCM No, we don't -- my early week was wild, but easing now -- I could moderate. @Gwen_Ishmael is on vacation. Topic ideas? #innachat
- 1:43 pm **DrewCM:** @Renee_Hopkins @Gwen_Ishmael How about something on prioritization and placing bets on ideas/solutions? Or, stealth innovation? #innachat
- 1:53 pm **Reaburn:** I'll be live tweeting #GKCCInno today. Conf Info: <http://bit.ly/cVFLjd> & <http://bit.ly/bMeLP7> #innovation #Innochat
- 1:55 pm **Renee_Hopkins:** @DrewCM I like the idea of stealth innovation...! #innachat
- 2:01 pm **meghanmbiro:** @brainzooming @nateriggs I'm laughing right now! It's working :-)! #creativity #innachat #bzooms
- 3:55 pm **thewebchef:** Interested in creativity, innovation, new product development? Check out my Innovation List <http://ht.ly/2eQhR> #innachat
- 9:39 pm **AndreaMeyer:** @CreativeSage definitely do keep me posted on your Business Model camps! Would love to meet @business_design too! @jkoren #innachat #bmgen
- 10:05 pm **Renee_Hopkins:** Join us for #innachat THURS 7/30, 12-1 EST - I'll be moderating on "Stealth Innovation" -- shhhhh! <http://bit.ly/a5Hg5Q>
- 10:08 pm **CreativeSage:** RT @Renee_Hopkins Join us for #innachat THURS 7/30, 12-1 ET? I'll be moderating on "Stealth Innovation"? shhh! <http://bit.ly/a5Hg5Q> #innachat
- 10:19 pm **tor:** Startup Methodology meets Disruptive Innovation - The Startup Samaritan?s Dilemma: <http://bit.ly/cOyzOv> #innachat #leanstartup
- 10:23 pm **isc_news:** RT @tor: Startup Methodology meets Disruptive Innovation - The Startup Samaritan?s Dilemma: <http://bit.ly/cOyzOv> #innachat #leanstartup
- 10:57 pm **Renee_Hopkins:** Nice! RT @tor: Startup Methodology meets Disruptive Innovation - The Startup Samaritan?s Dilemma: <http://bit.ly/cOyzOv> #innachat
- 11:09 pm **bobdejonge:** @Renee_Hopkins looking fwd to #innachat this week "Stealth Innovation" <http://bit.ly/a5Hg5Q> many points & counterpoints to this proposition.

July 29, 2010

- 12:29 am **Brainzooming:** RT @Renee_Hopkins: Join us for #innachat THURS 7/30, 12-1 EST - I'll be moderating on "Stealth Innovation" -- shhhhh! <http://bit.ly/a5Hg5Q>
- 12:37 am **jeffrahn:** RT @Renee_Hopkins: Join us for #innachat THURS 7/30, 12-1 EST - I'll be moderating on "Stealth Innovation" -- shhhhh! <http://bit.ly/a5Hg5Q>
- 12:12 pm **bobdejonge:** I've got time to turn these blackberries into a pie to enjoy during #innachat today? <http://yfrog.com/jks71uj>
- 12:35 pm **Renee_Hopkins:** Join us TODAY 7/29, 12-1 EST for #innachat on "Stealth Innovation" -- shhhhh! <http://bit.ly/a5Hg5Q>
- 12:56 pm **Renee_Hopkins:** @ariegoldshlager Thanks for that link -- cool article! #innachat
- 12:57 pm **Renee_Hopkins:** Long as you share! RT @bobdejonge: I've got time to turn these blackberries into a pie to enjoy during #innachat? <http://yfrog.com/jks71uj>
- 1:34 pm **ASAPHQ:** How Twitter Helps Drive Innovation <http://bit.ly/cG1mMe> #alliances #innachat
- 1:36 pm **ASAPHQ:** Making Innovation Everyone's Business <http://bit.ly/bES7RI> #alliances #innachat
- 1:48 pm **AndreaMeyer:** RT @Renee_Hopkins: Join us TODAY 12-1 ET for #innachat on Stealth #Innovation <http://bit.ly/a5Hg5Q> < Sorry to miss, I'm sure it'll be great!
- 2:24 pm **ParnaSarkar:** RT @Renee_Hopkins: Join us TODAY 12-1 ET for #innachat on Stealth #Innovation <http://bit.ly/a5Hg5Q>
- 2:25 pm **lindaagaard:** RT @ParnaSarkar: RT @Renee_Hopkins: Join us TODAY 12-1 ET for #innachat on Stealth #Innovation <http://bit.ly/a5Hg5Q>
- 2:28 pm **InnosightTeam:** Lots going on today: TedX Boston live streaming <http://bit.ly/a0zINz> #TEDxBoston #TEDx #TED & #Innochat at noon today! <http://bit.ly/a5Hg5Q>
- 2:28 pm **Gretchen_Rice:** Lots going on today: TedX Boston live streaming <http://bit.ly/a0zINz> #TEDxBoston #TEDx #TED & #Innochat at noon today! <http://bit.ly/a5Hg5Q>

- 2:28 pm **bobdejonge**: @Renee_Hopkins someday I'll be able to make an IRL #innochat meetup, and a pie will be part of the deal!
- 2:29 pm **Renee_Hopkins**: Would be wonderful! > RT @bobdejonge someday I'll be able to make an IRL #innochat meetup, and a pie will be part of the deal!
- 3:00 pm **jkloren**: RT @Renee_Hopkins: Join us TODAY 7/29, 12-1 EST for #innochat on "Stealth Innovation" -- shhhhh! <http://bit.ly/a5Hg5Q>
- 3:05 pm **jkloren**: @Renee_Hopkins Look forward to reading transcript of today's #innochat . The twins + I are having #innobreakfast with @BPluskowski
- 3:11 pm **bobdejonge**: Cooling time before #innochat ? Blackberry! ?and I'm not talkin? 9800 ? <http://yfrog.com/j3336iwj>
- 3:13 pm **baweathe**: @bobdejonge Looks good! Your crust recipe is a keeper. If you were going to have a Blackberry 9800 #innochat, we'd have to have a talk. :-)
- 3:38 pm **talentculture**: We'll see you there! RT @Renee_Hopkins: Join us TODAY 12-1 ET for #innochat on Stealth #Innovation <http://bit.ly/a5Hg5Q>
- 3:51 pm **ssusman**: @ScottSusman Hey dude! Today's #innochat topic might interest you: <http://is.gd/dQZt>
- 3:52 pm **FHInnovation**: RT @talentculture: C u there! RT @Renee_Hopkins: Join us TODAY 12-1 ET for #innochat on Stealth #Innovation <http://bit.ly/a5Hg5Q> #innochat
- 3:55 pm **DrewCM**: RT @Renee_Hopkins: Join us TODAY 7/29, 12-1 EST for #innochat on "Stealth Innovation" -- shhhhh! <http://bit.ly/a5Hg5Q> (5 minutes from NOW!)
- 3:58 pm **CASUDI**: RT @Renee_Hopkins: Join us TODAY 7/29, 12-1 EST for #innochat on "Stealth Innovation" -- shhhhh! <http://bit.ly/a5Hg5Q> ~
- 3:58 pm **ScottSusman**: Forgot about Innovation Station, today's #innochat might be the way to go at UP. Topic: <http://is.gd/dQZt>, #innochat @ 11 CDT.
- 3:58 pm **Renee_Hopkins**: @jkloren Say hi to @bpluskowski for me! #innochat #innobreakfast
- 3:59 pm **ScottSusman**: RT @CASUDI: RT @Renee_Hopkins: Join us TODAY 7/29, 12-1 EST for #innochat on "Stealth Innovation" -- shhhhh! <http://bit.ly/a5Hg5Q> ~
- 4:00 pm **FHInnovation**: @ScottSusman What is Innovation Station? #innochat
- 4:02 pm **FHInnovation**: RT @Renee_Hopkins: Join us TODAY 7/29, 12-1 EST for #innochat on "Stealth Innovation" -- shhhhh! <http://bit.ly/a5Hg5Q>
- 4:03 pm **Renee_Hopkins**: Hi everyone - time for #innochat! heavy tweeting ahead from this account for the next hour.... #innochat
- 4:04 pm **DikshaDua**: @Renee_Hopkins Hi - wd love to participate in #innochat. looking forward to it...
- 4:04 pm **Renee_Hopkins**: @adhansen My friend, if there's anyone who could create the future of ADHD, it's you! #innochat
- 4:06 pm **Renee_Hopkins**: Intro's: I'm Renee Hopkins, asst dir of communications at UTexas-McCombs School of Biz, editor of @TexasEnterprise (Sept launch) #innochat
- 4:06 pm **jamesthunter**: Hi folks. Don't know if I can participate, but I'll be listening. #innochat
- 4:08 pm **bobdejonge**: #innochat bogging out of the gate today, but that's fine with me :) <http://yfrog.com/n2zuiwj>
- 4:08 pm **Brainzooming**: Mike Brown - Brainzooming - blogging & consulting on strategy & innovation #innochat
- 4:09 pm **FHInnovation**: Hi @Renee_Hopkins! Stephanie Susman here from FH Innovation: <http://is.gd/dR1cz>. I want to welcome my cousin @ScottSusman to #innochat!
- 4:09 pm **Renee_Hopkins**: While we're intro-ing, framing post is here: <http://bit.ly/a5Hg5Q> #innochat
- 4:10 pm **FHInnovation**: @Brainzooming Hi Mike! How are you? #innochat
- 4:10 pm **bobdejonge**: Whew!! It could be one of those Twitter days :-/ #Innochat
- 4:10 pm **Brainzooming**: @FHInnovation Doing wonderfully and yourself? #innochat
- 4:11 pm **talentculture**: Hi everyone - @KLTaggart here tweeting @TalentCulture #innochat
- 4:11 pm **pjmachado**: Lurking.. RT @Renee_Hopkins: Join us TODAY 7/29, 12-1 EST for #innochat on "Stealth Innovation" -- shhhhh! <http://bit.ly/a5Hg5Q>
- 4:11 pm **myoocreate**: Hi! I'm Valerie, community manager for Myoo Create. We crowdsource solutions for social & environmental challenges. #innochat
- 4:11 pm **Renee_Hopkins**: Q1: Have you used stealth innovation before? #innochat
- 4:11 pm **CASUDI**: intro: Designing Success ~ today thinking~ IS there innovation in restoring to the original? <http://bit.ly/aDhHP4> #innochat
- 4:11 pm **debmorello**: RT @Renee_Hopkins: While we're intro-ing, framing post is here: <http://bit.ly/a5Hg5Q> #innochat
- 4:12 pm **Renee_Hopkins**: @Brainzooming You notice I referenced a post of yours in the framing....thanks for that! #innochat
- 4:12 pm **FHInnovation**: @Brainzooming Very well, thank you! Looking forward to today's topic! #innochat

- 4:12 pm **bobdejonge**: Hi everyone. Bob De Jonge here. Interested in loosening typical corporate shackles through various #innochat methods :)
- 4:12 pm **myoocreate**: busy day for me...but i'll be listening! #innochat
- 4:13 pm **bobdejonge**: Q1?oh, yes! I've found it necessary in typical corp cultures. #Innochat
- 4:13 pm **Brainzooming**: In a corp environment where doing things differently was often frowned upon, we went stealth on a number of times. Q1 #innochat
- 4:14 pm **bobdejonge**: getting into #innochat <http://yfrog.com/0rt9muuj>
- 4:14 pm **FHInnovation**: We'll often test something under the radar before going public at our agency #innochat
- 4:14 pm **pjmachado**: RT @Renee_Hopkins: While we're intro-ing, framing post is here: <http://bit.ly/a5Hg5Q> #innochat
- 4:14 pm **DrewCM**: Late to the party (again) Drew Marshall - Principal at Primed Associates (focus: innovation culture) - Sorry I'm late Renee #innochat
- 4:14 pm **Renee_Hopkins**: @Brainzooming @bobdejonge One circumstance, then, is "In a corp environment where doing things differently was often frowned upon" #innochat
- 4:15 pm **CASUDI**: @Renee_Hopkins w Start UP companies always use stealth until you at least get your act together #innochat
- 4:15 pm **Renee_Hopkins**: @DrewCM No problem! #innochat
- 4:15 pm **bobdejonge**: Q1 - has anyone had experience with anything other than ?begging forgiveness later? when using stealth inno techniques? #Innochat
- 4:16 pm **Renee_Hopkins**: Good question! RT @bobdejonge: Q1- has anyone had experience with anything other than ?begging forgiveness later?? #innochat
- 4:16 pm **FHInnovation**: RT @Renee_Hopkins: Good question! RT @bobdejonge: Q1- has anyone had experience w anything other than ?begging forgiveness later?? #innochat
- 4:16 pm **Brainzooming**: @Renee_Hopkins Q1 - It's a balance of risks-risk of new ideas getting shot down vs. risk of getting your hand slapped for secrecy. #innochat
- 4:16 pm **Renee_Hopkins**: Yes. Another way big corps sometimes need to emulate RT @CASUDI: Start UP companies always use stealth until get act together #innochat
- 4:17 pm **DrewCM**: @bobdejonge At a previous firm we used to stick teaching case studies into the mix to see how they would fare in a live classroom. #innochat
- 4:18 pm **FHInnovation**: @Renee_Hopkins For something like a new process, we'll keep it in our team. When it does well, Kathie will take it to others #innochat
- 4:18 pm **bobdejonge**: @DrewCM Was this under the radar to test new methods ,etc.? #Innochat
- 4:19 pm **jamestodhunter**: I distinguish between research & innovation efforts. I often conduct research in stealth mode; but pursue innovation in open. #innochat
- 4:19 pm **FHInnovation**: @Renee_Hopkins Usually everybody loves Kathie's ideas so we generally get support #innochat
- 4:19 pm **DrewCM**: Stealth innovation also can imply, "low threat". If no one owns it the blow-back can be minimized or avoided. #innochat
- 4:20 pm **bobdejonge**: Stealth mode is dictated by inno-averse corp culture. Use of stealth quickly morphs into a corp culture dialog? #Innochat
- 4:20 pm **talentculture**: RT @Brainzooming Q1 It's a balance of risks-risk of new ideas getting shot down vs. risk of getting your hand slapped for secrecy #innochat
- 4:20 pm **FHInnovation**: @DrewCM Could you elaborate? #innochat
- 4:20 pm **DrewCM**: @bobdejonge Yes. To see if particular market emphasis or learner focus could be modified to improve learning experiences. #innochat
- 4:21 pm **DrewCM**: RT @bobdejonge: Stealth mode is dictated by inno-averse corp culture. Use of stealth quickly morphs into a corp culture dialog? #Innochat
- 4:21 pm **talentculture**: Good point, I think there is a difference: @jamestodhunter: I distinguish between research & innovation efforts. #innochat
- 4:21 pm **CASUDI**: @jamestodhunter good point distinguishing between innovation as research and innovationas real product #innochat
- 4:22 pm **Renee_Hopkins**: @jamestodhunter Do you always get enough info by research to make case for innov, without starting a prototype? #innochat
- 4:22 pm **bobdejonge**: Has your experience been that stealth inno initiatives die on the vine once they're given some air? I.e. Execs not supportive? #Innochat
- 4:22 pm **FHInnovation**: RT @ScottSusman: @jamestodhunter I find the opposite true. My Big Corp encourages (limited) research, but bogs down innovation. #innochat
- 4:23 pm **Renee_Hopkins**: I've had good luck with this framing -- "Oh, I'm just going to run a little test." #innochat
- 4:23 pm **Renee_Hopkins**: @bobdejonge I'd think you wouldn't come out of stealth mode until you could make case for senior exec support. #innochat

- 4:23 pm **bobdejonge**: @Renee_Hopkins @jamestodhunter protos should be cloaked as well! Need to prove the point prior to airing the idea out. #Innochat
- 4:23 pm **DrewCM**: @FHInnovation Sure. On the approach or the design? Usually meant introducing prototype materials before they were primetime ready. #innochat
- 4:23 pm **FHInnovation**: @jamestodhunter We do some of that too b/c often ppl don't have time to listen to new ideas w/o solid research and support #innochat
- 4:24 pm **jamestodhunter**: @ScottSusman I find often the impediments to innovation begin with a lack of transparency and connectedness. #innochat
- 4:24 pm **ScottSusman**: RT @Renee_Hopkins: I've had good luck with this framing -- "Oh, I'm just going to run a little test." #innochat
- 4:24 pm **DrewCM**: RT @Renee_Hopkins: @jamestodhunter Do you always get enough info by research to make case for innov, without starting a prototype? #innochat
- 4:25 pm **CASUDI**: DrewCM @FHInnovation Show me a working model? #innochat
- 4:25 pm **bobdejonge**: @Renee_Hopkins agree. Tech + biz case need to be developed to some extent before de-cloaking. #Innochat
- 4:25 pm **DrewCM**: @Renee_Hopkins This is a great approach. "We need an opportunity to verify our assumptions." - also a good one. #innochat
- 4:25 pm **FHInnovation**: @ScottSusman So what happens when the research moves to innovation? Where does it start to get bogged down? #innochat
- 4:25 pm **CASUDI**: @DrewCM @FHInnovation Show me a working model? #innochat [correct]
- 4:26 pm **bobdejonge**: Definitely? working model required prior to de-cloaking. #Innochat
- 4:27 pm **FHInnovation**: @DrewCM Makes sense. We're all for prototyping as well! #innochat
- 4:27 pm **Renee_Hopkins**: I'm a huge fan of emergent strategy, and early stages of that kind of approach can be stealthy. #innochat
- 4:27 pm **bobdejonge**: @DrewCM @Renee_Hopkins silence also works as one goes into stealth mode. #Innochat
- 4:27 pm **Brainzooming**: Also seeds of stealth innovation. RT @jamestodhunter: ...impediments to innovation begin w/ lack of transparency and connectedness. #innochat
- 4:27 pm **ScottSusman**: @FHInnovation First time and funding, then other infrastructure teams that aren't onboard. Too many policy followers. #innochat
- 4:27 pm **Renee_Hopkins**: shhhhhh! RT @bobdejonge: @DrewCM @Renee_Hopkins silence also works as one goes into stealth mode. #innochat
- 4:28 pm **bobdejonge**: #innochat rats. Time for a refill? <http://yfrog.com/cbm2lfj>
- 4:28 pm **DrewCM**: @Renee_Hopkins For it to really fly it requires strong boundary definition. I like to be specific about what I want to learn. #innochat
- 4:28 pm **jamestodhunter**: @Renee_Hopkins My research process includes early-stage protos. We are doing what no one else has, so I must verify feasibility. #innochat
- 4:28 pm **davidwenger**: I recommend UnTweeps to unfollow inactive Twitter users. <http://untweeps.com> So I can follow more #Innochat folks!
- 4:29 pm **Renee_Hopkins**: Q2: What are reasons for going into stealth mode? #innochat
- 4:29 pm **DrewCM**: @bobdejonge Sometimes silence is an attractant. No forthcoming info invites inquiry, sometimes before we're ready. #innochat
- 4:29 pm **talentculture**: RT @FHInnovation So what happens when the research moves to innovation? Where does it start to get bogged down? #innochat
- 4:30 pm **FHInnovation**: @ScottSusman Do u do testing/prototyping? These don't have to cost much. #innochat
- 4:30 pm **Renee_Hopkins**: Q2: Sometimes you can only persuade if you've got something to show, if you get to prototype phase in stealth mode #innochat
- 4:31 pm **Renee_Hopkins**: RT @DrewCM @bobdejonge Sometimes silence is an attractant. No forthcoming info invites inquiry, sometimes before we're ready. #innochat
- 4:31 pm **Brainzooming**: RT @Renee_Hopkins: Q2: What are reasons for going into stealth mode? #innochat
- 4:31 pm **DrewCM**: @Renee_Hopkins Q2 - Speed for one. (fewer people to keep on the same page means we can explore further faster) #innochat
- 4:31 pm **FHInnovation**: Q2: Like @jamestodhunter said: "lack of transparency & connectedness." Also, unwilling mngmnt or focus on other things #innochat
- 4:32 pm **bobdejonge**: Q2: unsupportive corp culture. #Innochat
- 4:32 pm **bobdejonge**: #innochat ahhh?that's better. <http://yfrog.com/myloybj>
- 4:32 pm **bobdejonge**: Q2: agree with @drewcm -- speed is also enabled by stealth mode. #Innochat
- 4:32 pm **Brainzooming**: Reasons for stealth mode? Past experience losing out on getting solid, strategic innovations beyond internal naysayers. Q2 #innochat
- 4:32 pm **sarahlance**: RT @DrewCM: @bobdejonge I'm going to DM you an address - send pie via FedEx now and no one will get hurt. #innochat <grin>

- 4:33 pm **CASUDI:** RT@DrewCM @Renee_Hopkins Q2 - Speed for one. (fewer people to keep on the same page means we can explore further faster) #innochat
- 4:33 pm **ScottSusman:** Sadly have to go to a meeting. Been fun, I'll catch up later. #innochat
- 4:33 pm **myoocreate:** RT @jamestodhunter @Brainzooming Also, over use of stealth impedes inno culture. Inno requires trust. Stealth can defeat this. #innochat
- 4:33 pm **FHInnovation:** Not saying u should disregard mngmnt's "no's," but like @Renee_Hopkins said, it's easier to sell something if u can show something #innochat
- 4:33 pm **FHInnovation:** RT @Brainzooming: Reasons for stealth? Past experience losing out on getting solid, strategic inno beyond internal naysayers. Q2 #innochat
- 4:34 pm **FHInnovation:** @ScottSusman Bye! tlys! #innochat
- 4:34 pm **DrewCM:** @jamestodhunter I agreed on the over-use point. Dishonesty doesn't cut it. If someone asks directly about a stealth effort I tell. #innochat
- 4:35 pm **Renee_Hopkins:** Solution? RT @jamestodhunter overuse of stealth impedes inno culture. Inno requires trust. Stealth can defeat this. #innochat
- 4:35 pm **CASUDI:** @Brainzooming eliminating nay sayers via stealth ~ however U may miss some value critical input? #innochat
- 4:35 pm **CASUDI:** @Brainzooming eliminating nay sayers via stealth ~ however U may miss some value critical input? #innochat
- 4:35 pm **bobdejonge:** My fundamental position on this is that stealth mode should not be necessary given a proper corp culture. #Innochat
- 4:35 pm **Brainzooming:** @myoocreate Great point on stealth and trust - We've tended to use it when we knew it was a winning idea. Q2 #Innochat
- 4:35 pm **sarahlance:** @Renee_Hopkins Hello, #innochat. Missing today mostly, but just checking in to say "Hi".
- 4:36 pm **bobdejonge:** @Brainzooming Sanctioned stealth -- agree. I've been part of this in former life. Effective. Encourages competition. #Innochat
- 4:36 pm **Renee_Hopkins:** IMO, stealth mode shouldn't be used all the time, but certain kinds of injnovs lend themselves to that approach. #innochat
- 4:36 pm **DrewCM:** @Brainzooming More like an internal "bake-off" usually followed by a "bake sale" and recriminations among chefs! #innochat
- 4:36 pm **Brainzooming:** @CASUDI Anticipate & selectively include ppl who represent challenging views, i.e. the finance guy who also gets innovation. #innochat Q2
- 4:37 pm **Brainzooming:** RT @bobdejonge: My fundamental position on this is that stealth mode should not be necessary given a proper corp culture. #Innochat
- 4:38 pm **bobdejonge:** Stealth mode is a fall-back strategy when the primary route (supportive corp culture) is not possible. #Innochat
- 4:38 pm **Renee_Hopkins:** But if innov is difficult fit, may need to start in stealth RT @bobdejonge stealth shouldnt be necessary w proper corp culture. #Innochat
- 4:38 pm **FHInnovation:** @CASUDI Good point. Can u stick to input from early adopters? They wont care its stealth. Others can share when it goes public? #innochat
- 4:39 pm **talentculture:** RT @Renee_Hopkins: Q2: What are reasons for going into stealth mode? #innochat
- 4:39 pm **sarahlance:** Watching and listening to TEDXBoston, and following #innochat...
- 4:39 pm **bobdejonge:** RT @Brainzooming: @CASUDI ?? i.e. the finance guy who also gets innovation? #innochat Q2 <--now, that would be innovative ;) #Innochat
- 4:39 pm **jamestodhunter:** @Renee_Hopkins It's why I do innovation in open. I connect w/ business at CXO level early & often to build momentum around vision. #innochat
- 4:39 pm **FHInnovation:** RT @Brainzooming: Anticipate & selectively include ppl w/ challenging views, i.e. the finance guy who gets inno. #innochat Q2 #innochat
- 4:40 pm **DrewCM:** @bobdejonge OK, I'll bite. Please define "proper corporate culture." (I believe in aiming for utopia, but I've never been there.) #innochat
- 4:40 pm **Renee_Hopkins:** How can you fix a corp culture that won't allow innovation any other way than stealth? #innochat
- 4:41 pm **bobdejonge:** @DrewCM Hmmm, in <140 chars? I'll try? #Innochat
- 4:41 pm **Brainzooming:** @bobdejonge We actually had a finance guy who had an understanding of marketing. The best asset on our team! #innochat
- 4:41 pm **bobdejonge:** @Renee_Hopkins Now, Ms. Hopkins, you have asked the right question! #Innochat
- 4:41 pm **Renee_Hopkins:** Way to build trust > RT @jamestodhunter: Connect w/ business at CXO level early & often to build momentum around vision. #innochat
- 4:41 pm **Brainzooming:** RT @Renee_Hopkins: How can you fix a corp culture that won't allow innovation any other way than stealth? #innochat
- 4:42 pm **bobdejonge:** RT @Brainzooming: ? a finance guy who had an understanding of marketing. The best asset on our team!<I'll bet! #Innochat

- 4:42 pm **DrewCM:** RT @bobdejonge: @Renee_Hopkins Now, Ms. Hopkins, you have asked the right question! #Innochat (The Million \$ Question indeed!)
- 4:42 pm **jamestodhunter:** @Renee_Hopkins IMO, stealth can be a tactical tool to get something done. It will not fix a cultural issue. #innachat
- 4:43 pm **bobdejonge:** @DrewCM a culture that supports inno initiatives based on objective data which trumps political machinations. #Innochat
- 4:43 pm **DrewCM:** @bobdejonge A discussion for another time, perhaps!? No need to veer too far off today's #innachat topic.
- 4:43 pm **Brainzooming:** Fixing an uninnovative corp culture? Change at the top. Demonstrating value of small innovations. Pulling together allies. #innachat
- 4:44 pm **FHInnovation:** RT @DrewCM: RT @bobdejonge: @Renee_Hopkins Now, you have asked the right question! #Innochat (The Million \$ Question indeed!) #innachat
- 4:44 pm **bobdejonge:** @jamestodhunter Correct. Stealth is not a solution nor an adedote to inno-averse culture; only a temp workaround. #Innochat
- 4:44 pm **bobdejonge:** @DrewCM Agree. #Innochat
- 4:45 pm **FHInnovation:** @Brainzooming Don't forget about the bottom too! They're the ones who spread change for everyone to see #innachat
- 4:45 pm **bobdejonge:** Next weeks dialog? --> fixing an inno-averse corp culture. (maybe the next three meetings!) #Innochat
- 4:46 pm **FHInnovation:** @Brainzooming Find the early adopters from the top and bottom to dictate, support and spread the culture shift #innachat
- 4:46 pm **Renee_Hopkins:** We should, it's been awhile since we've been on this topic. RT @bobdejonge: Next week --> fixing an inno-averse corp culture #innachat
- 4:46 pm **DrewCM:** @bobdejonge I spent the last decade helping orgs. use data more objectively (choice of objectives & data make it v. subjective) #innachat
- 4:46 pm **CASUDI:** @bobdejonge @jamestodhunter IMO stealth should be a strategic decision ~ not a reaction #innachat
- 4:47 pm **FHInnovation:** Agreed!! RT @bobdejonge: Next weeks dialog? --> fixing an inno-averse corp culture. (maybe the next three meetings!) #innachat
- 4:47 pm **Renee_Hopkins:** Completely agree! RT @jamestodhunter IMO, stealth can be a tactical tool to get something done. It will not fix a cultural issue. #innachat
- 4:47 pm **DrewCM:** @bobdejonge Sorry, responded to your definition. Back on topic now! #innachat
- 4:47 pm **amamrc:** @FHInnovation "The bottom" is "getting the allies together "to try and make change. But one well-replaced CEO can mean a lot! #innachat
- 4:47 pm **jeremymeyers:** @Renee_Hopkins i'd rather see smthng abt getting risk-averse companies to recognize that as a fault. preaching to choir otherwise #innachat
- 4:48 pm **talentculture:** Start small-work from there @Renee_Hopkins How can you fix a corp #culture that won't allow innovation other way than stealth? #innachat
- 4:48 pm **Brainzooming:** RT @FHInnovation: @Brainzooming Find the early adopters from the top and bottom to dictate, support and spread the culture shift #innachat
- 4:48 pm **CASUDI:** @Renee_Hopkins After that discuss ~ fragmented/too much innovation culture :-)
#innachat
- 4:48 pm **Brainzooming:** @FHInnovation "The bottom" is "getting the allies together "to try and make change. But one well-replaced CEO can mean a lot! #innachat
- 4:49 pm **Renee_Hopkins:** Yes. Recognize and change. RT @jeremymeyers rather see smthng abt getting risk-averse companies to recognize that as a fault. #innachat
- 4:49 pm **bobdejonge:** @DrewCM yes, best to have that discussion over pie & coffee. Oh, wait?! ;) #Innochat
- 4:49 pm **FHInnovation:** @amamrc Very true! There definitely needs to be support from the top! The more the CEO talks innovation, the better. #innachat
- 4:49 pm **Renee_Hopkins:** VERY interesting! RT @CASUDI After that discuss ~ fragmented/too much innovation culture :-)
#innachat
- 4:50 pm **DrewCM:** @bobdejonge Vile tempter! #innachat
- 4:50 pm **Renee_Hopkins:** Before we go completely off-track, consensus is stealth is tactic only. If it's consistently used it's symptom of cultural problem #innachat
- 4:50 pm **DrewCM:** RT @Renee_Hopkins: VERY interesting! RT @CASUDI After that discuss ~ fragmented/too much innovation culture :-)
#innachat (Goody! On a roll)
- 4:50 pm **FHInnovation:** Yes!! RT @Renee_Hopkins: VERY interesting! RT @CASUDI After that discuss ~ fragmented/too much innovation culture :-)
#innachat
- 4:51 pm **bobdejonge:** Has anyone had the experience of one successful stealth inno project helping morph an inno-averse culture? #Innochat
- 4:51 pm **Brainzooming:** RT @Renee_Hopkins: ...consensus is stealth (innovation) is tactic only. If it's consistently used it's symptom of cultural problem #innachat

- 4:51 pm **bobdejonge:** @DrewCM FedEx and dry ice can do wonders :) #Innochat
- 4:52 pm **jamestodhunter:** RT @Renee_Hopkins: Consensus is stealth is tactic only. If it's consistently used it's symptom of cultural problem #innachat - I agree.
- 4:52 pm **bobdejonge:** @Renee_Hopkins Will do, but I'm still perfecting Gram's crust recipe. It must be all in the wrist. #Innochat
- 4:52 pm **Renee_Hopkins:** GREAT question @bobdejonge: Has anyone had experience of one successful stealth inno project helping morph an inno-averse culture? #innachat
- 4:53 pm **bobdejonge:** That reminds me, I need to bring some pie to Gram for a quality audit :) #Innochat
- 4:53 pm **DrewCM:** RT @Renee_Hopkins: Consensus is a stealth is tactic only. If it's consistently used it's a symptom of cultural problems #innachat (I concur)
- 4:53 pm **FHInnovation:** RT @jamestodhunter: RT @Renee_Hopkins: Consensus= stealth is tactic only. If its consistently used its symptom of cultural problem #innachat
- 4:54 pm **DrewCM:** @bobdejonge No. Never only one. (One-hit wonder syndrome comes into effect.) Must be repeated to be believed. Unfortunately. #innachat
- 4:54 pm **bobdejonge:** RT @Renee_Hopkins: Consensus is stealth is tactic only. If it's consistently used it's symptom of cultural problem. <-absolutely. #Innochat
- 4:55 pm **Renee_Hopkins:** @DrewCM Agree it's kind of like water on a stone. But you can't stealth-innov so much you erode trust before you change culture. #innachat
- 4:56 pm **bobdejonge:** @DrewCM really? How man required, based on your experience? 2? 5? 25? #Innochat
- 4:57 pm **DrewCM:** @Renee_Hopkins Absolutely agree. Sometimes you come up hard against organization DNA (simply cannot be changed as it is baked in) #innachat
- 4:57 pm **bobdejonge:** After a number of stealth inno projects are exposed to air, doesn't that, by default, change the corp culture? #Innochat
- 4:58 pm **DrewCM:** @bobdejonge As few as possible so that momentum is achieved. Not 1 more. Innovation must step into the light as soon as possible. #innachat
- 4:59 pm **bobdejonge:** I think a corporate culture which condones stealth initiatives, has de facto evolved #Innochat
- 4:59 pm **FHInnovation:** @bobdejonge I think it depends on what's picked up. If they're exposed but never go anywhere, I don't think there's much shift. #innachat
- 5:01 pm **jamestodhunter:** @bobdejonge No. Company may opportunistically take advantage of renegade output, but still not embrace. #innachat
- 5:01 pm **bobdejonge:** @FHInnovation True. But, would ?unsuccessful? stealth inno projects hold a silver lining of driving positive cultural shift? #Innochat
- 5:01 pm **Renee_Hopkins:** @DrewCM Thanks so much! Bye #innachat
- 5:02 pm **bobdejonge:** So, what is the opinion of remaining folks here: do stealth inno projects help drive positive cultural shift, or do they hurt? #Innochat
- 5:02 pm **Renee_Hopkins:** Everyone, I've got to go too...next week, we start a series of chats on innovation in corporate culture. Bye! #innachat
- 5:02 pm **Renee_Hopkins:** Agree RT @jamestodhunter: @bobdejonge No. Company may opportunistically take advantage of renegade output, but still not embrace. #innachat
- 5:02 pm **bobdejonge:** @jamestodhunter Rats. You had to drag up those nasty memories? :-/ #Innochat
- 5:03 pm **FHInnovation:** @bobdejonge Absolutely! I think it just depends on whether leadership supports the idea of them #innachat
- 5:03 pm **jamestodhunter:** Cultural transformation must enfranchise leadership. Speak their language, understand their pain & you can change almost anything. #innachat
- 5:04 pm **bobdejonge:** RT @Renee_Hopkins @jamestodhunter: No. Company may ? take advantage of renegade output, still not embrace.<-sadly, I agree too. #Innochat
- 5:05 pm **FHInnovation:** @bobdejonge If leadership strikes down all stealth projects regardless of possibility of success, that could be a step backward #innachat
- 5:05 pm **bobdejonge:** RT @jamestodhunter: Cultural transformation must enfranchise leadership. Speak their language, understand their pain & you can change almost anything. #innachat
- 5:08 pm **FHInnovation:** Thnx @Renee_Hopkins 4 leading & @jamestodhunter @bobdejonge @DrewCM @Brainzooming @amamrc @TalentCulture @CASUDI 4 great convo!! #innachat
- 5:09 pm **bobdejonge:** looks like the end of another #innachat. Bye all! <http://yfrog.com/elt13cj>
- 5:12 pm **jamestodhunter:** Another fun #innachat! Thanks everyone.
- 5:35 pm **DavidWLocke:** @bobdejonge Don't beg for forgiveness. Make a profit. That will shut them up. #Innochat
- 5:36 pm **DavidWLocke:** @bobdejonge And, once you make that profit, give them the credit. "Yeah, they knew all along." Then, they can ask forgiveness. #Innochat
- 5:37 pm **DavidWLocke:** @Renee_Hopkins You don't even have to do anything innovative and still need forgiveness. Sign of time to go. #innachat

5:40 pm **twitteratti:** my thursdays are jinxed! missed another #innochat :-)

5:41 pm **DavidWLocke:** @Renee_Hopkins You don't come out of stealth mode before you've already made your case. A niche market is still stealth. #innochat

5:43 pm **DavidWLocke:** @Renee_Hopkins You don't need a reason. It's a matter of process, other people's money, and necessary elements of tech adoption. #innochat

5:44 pm **DavidWLocke:** @Renee_Hopkins Cost structure and policy structure of potential competitors creates blindspots and do not enter zones. #innochat

5:45 pm **DavidWLocke:** @CASUDI The competition shouldn't be able to enter your market even if they knew you existed. Market too small. #innochat

5:47 pm **DavidWLocke:** @Renee_Hopkins @jamestodhunter Just do the necessary separation, and culture will take care of itself. #innochat

6:57 pm **pacho_puentes:** hi! I am too late? #innochat

7:09 pm **CASUDI:** Had to cut #innochat short --but THX to all for great convo @Renee_Hopkins @DrewCM @FHIInnovation @bobdejonge @Brainzooming @talentculture

8:15 pm **DavidWLocke:** @Renee_Hopkins This culture thing is such bunk. The central driver for stealth isn't culture, you aren't stealth from corp... #Innochat

8:16 pm **DavidWLocke:** @Renee_Hopkins Stealth is from your competitors. You separate internally, because the core problem is capabilities and market. #Innochat

8:16 pm **DrewCM:** @FHIInnovation @Renee_Hopkins @jamestodhunter @bobdejonge @Brainzooming @amamrc @TalentCulture @CASUDI Thanks all for a fun #innochat today!

8:17 pm **DavidWLocke:** @Renee_Hopkins Stealth is necessary with discontinuous innovation, as in there is no market period. Otherwise, ...#Innochat

8:18 pm **DavidWLocke:** @Renee_Hopkins ... It is continuous, fits into current market, faces current competitors who will erode your price premium ASAP. #Innochat

8:20 pm **ScottSusman:** RT @jamestodhunter: Cultural transformation must enfranchise leadership. Speak their language, understand their pain & you can change almost anything. #innochat

8:22 pm **DavidWLocke:** @Renee_Hopkins I see the necessity of stealth and separation a great thing. More worried about how to achieve it than prevent it. #innochat

8:23 pm **DavidWLocke:** @Renee_Hopkins It's not about trust. It's about not going out of biz. If someone doesn't trust, hey, find door right over there. #innochat

8:24 pm **DavidWLocke:** @Renee_Hopkins Anyone that trusts their employer is nuts, just nuts. #innochat

8:25 pm **DavidWLocke:** @Renee_Hopkins No, CXOs must create, ensure, and enforce separation. #innochat

8:26 pm **DavidWLocke:** @Renee_Hopkins No, don't fix it. Let it die. #innochat

8:28 pm **DavidWLocke:** @Renee_Hopkins No, if it is consistently used, it solves problems beyond inno. It is the correct way to go. It is separation. #innochat

8:28 pm **DavidWLocke:** @Renee_Hopkins Done properly separation can be done at scale. It is not a cultural problem. It is multi-cultural... #innochat

8:30 pm **ScottSusman:** Thanks @Renee_Hopkins @DrewCM @bobdejonge @FHIInnovation @jamestodhunter for my first #innochat. It was an interesting discussion.

8:36 pm **DavidWLocke:** @bobdejonge Destroy corp culture move execs & sales into brand new digs leaving dev behind in the crappy digs. #Innochat

8:39 pm **DavidWLocke:** @bobdejonge When we were all in the new digs, dev never talked to the rest of the corp. We still had a separate elevator lobby. #Innochat

8:40 pm **DavidWLocke:** @bobdejonge Mgmt threw us a welcome home party, and nobody in the rest of company showed up. #Innochat

8:41 pm **DavidWLocke:** @bobdejonge Another culture problem was starting with a family-friendly corp, finally hired too many singles who complained loudly #Innochat

8:42 pm **DavidWLocke:** @bobdejonge A single technology basis company never has stealth problems, but has corp lifecycle issues for not having 2nd tech. #Innochat

8:43 pm **DavidWLocke:** @bobdejonge Company embraces what metrics tell them to embrace. Change the metrics. Then, be ready with your demo termination. #Innochat

8:44 pm **DavidFCox:** @Renee_Hopkins @DrewCM @bobdejonge @FHIInnovation @jamestodhunter #innochat agree stealth due to mistrust, never seen culture changed

8:45 pm **DavidWLocke:** @jamestodhunter @bobdejonge "Enfranchise leadership?" aren't they already enfranchised? Speak their language, who is "they?" #innochat

8:46 pm **DavidWLocke:** @jamestodhunter @bobdejonge Corporate transformation is easy. Layoff, take the pension money they leave behind and run. #innochat

8:46 pm **DavidFCox:** @Renee_Hopkins @DrewCM @bobdejonge @FHIInnovation @jamestodhunter #innochat Suspect flaw in me, but proven inno usually not not adopted

8:46 pm **DavidWLocke:** @jamestodhunter @bobdejonge Corporate culture is about allocating who among the employees you are going to care about. #innochat

- 8:47 pm **DavidWLocke:** @jamestodhunter @bobdejonge Since you only care about a few in the first place, it should be easy to ignore some of them. #innochat
- 8:48 pm **DavidWLocke:** @jamestodhunter @bobdejonge Harder to convince the people you didn't care about that suddenly, now, you do. #innochat
- 8:51 pm **DavidFCox:** @Renee_Hopkins @DrewCM @bobdejonge @FHInnovation @jamestodhunter #innochat Usual stealth inno result bodies buried evidence (me) disposed of
- 10:31 pm **Renee_Hopkins:** @ScottSusman Glad you joined us - thanks! #innochat
- 10:31 pm **Renee_Hopkins:** Thank you all for a great chat! @DrewCM @FHInnovation @jamestodhunter @bobdejonge @Brainzooming @amamrc @TalentCulture @CASUDI #innochat
- 10:34 pm **Renee_Hopkins:** @the_idea_agency @TalentCulture@pjmachado Thanks for #innochat RTs!
- 10:34 pm **Renee_Hopkins:** @DikshaDua Hope you enjoyed #innochat!
- 11:36 pm **adhansen:** Mulling on today's #innochat topic (stealth innovation) and the concept of positive deviance (<http://amzn.to/9gGnEs>). Fascinating.

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