



**AmberandGreene @berkshire\_ideas** whether or not square is innovation or invention however is another thing. **#innochat** -1:05 PM Feb 2nd, 2012



**berkshire\_ideas @AmberandGreene** Why is that an invention and not an innovation? **#innochat** -1:05 PM Feb 2nd, 2012



**bikespoke @berkshire\_ideas** I could use some, a bit under the weather Still **#innochat** -1:05 PM Feb 2nd, 2012



**JohnWLewis @bikespoke @berkshire\_ideas** Ah, but only as simple as possible; no simpler! **#innochat** -1:04 PM Feb 2nd, 2012



**Renee\_Hopkins** RT **@Sysparatem @CreativeSage** great ripple in the Force when you said that as if a million middle managers cried out, were silenced **#innochat** -1:04 PM Feb 2nd, 2012



**CreativeSage** Thank you, **@ovoinnovation** - going to read your book ASAP! Thanks to all the innocats for learning & thoughtful conversation. **#innochat** -1:04 PM Feb 2nd, 2012



**AmberandGreene @berkshire\_ideas** from the top of my head square from Jack Dorsey, the co-inventor of Twitter **#innochat** -1:04 PM Feb 2nd, 2012



**thechimera** RT **@4byoung: @thechimera @Clynton**: And after a while companies make it to risky for people to stretch & try something new **#innochat** -1:04 PM Feb 2nd, 2012



**bikespoke** Should bring it up again next quarter. RT **@pjmachado**: Another great **#innochat** ! thanks everyone! -1:04 PM Feb 2nd, 2012



**MrsRoadshow** Have a great week, **#innocats!** More next Thurs. **#innochat**. -1:04 PM Feb 2nd, 2012



**Gwen\_Ishmael** RT **@MrsRoadshow**: I often think of hockey puck analogy w/innovation. Gretzky: Skate where puck will be, not where it is now. **#innochat** -1:03 PM Feb 2nd, 2012



**dc2fla** 20 min or best: 1 hour workout RT **@Gwen\_Ishmael**: Waves to all



the Innocats - y'all broaden my thinking and energize me. Thank you!

**#innochat** -1:03 PM Feb 2nd, 2012



**JohnWLewis @ovoinnovation** Thanks very much, this topic is important to helping people understand innovation. **#innochat** -1:03 PM Feb 2nd, 2012



**Clynton** Yes RT **@4byoung**: **@thechimera @Clynton**: And after a while companies make it to risky for people to stretch & try something new

**#innochat** -1:03 PM Feb 2nd, 2012



**berkshire\_ideas @ovoinnovation** Thanks for the brain food today. This has been fun. **#innochat** -1:03 PM Feb 2nd, 2012



**Renee\_Hopkins @ericshaver** Welcome and please do come back!

**#innochat** -1:03 PM Feb 2nd, 2012



**Renee\_Hopkins** Thanks everyone -- so good to share ideas with you! See you in the hashtag! **#innochat** -1:03 PM Feb 2nd, 2012



**Frank\_McG** RT **@Sysparatem**: **@CreativeSage #innochat** there was a great ripple in the Force when you said that as if a million middle managers cried out and were silenced -1:03 PM Feb 2nd, 2012



**Gwen\_Ishmael @Ovoinnovation** Good Q. **@Renee\_Hopkins** has been more successful @ pulling transcripts. Renee were you planning to do that? :)

**#innochat** -1:03 PM Feb 2nd, 2012



**re: reinventioninc** Huge thanks to **@ovoinnovation** for a lively **#innochat** (and a great book!). AND TO ALL for thoughtful conversation. **#innochat** -1:03 PM Feb 2nd, 2012



**bikespoke** Laws of Simplicity RT **@berkshire\_ideas**: Let me just go on record as saying I LOVE efficiency -- but I LOVE innovation more. **#innochat**

-1:03 PM Feb 2nd, 2012



**CreativeSage** RT **@Renee\_Hopkins**: PDF of this chat will be posted! If you missed last week, here's link to PDF archive **http://t.co/PW5dN1mx**

**#innochat** -1:03 PM Feb 2nd, 2012



**4byoung @thechimera @Clynton**: And after a while companies make it to



risky for people to stretch & try something new [#innochat](#) -1:03 PM Feb 2nd, 2012



[AmberandGreene](#) [@ChaddScott](#) what it means to "make a difference" will be different for each company, team & leader>>completely agree with you [#innochat](#) -1:03 PM Feb 2nd, 2012



[bcoelho2000](#) Thank you all for this great food for thought [#innochat](#) ! :) -1:02 PM Feb 2nd, 2012



[ericshaver](#) Today was my first [#innochat](#). I greatly enjoyed it! Will be back. Tnx [@ovoinnovation](#) for the great questions. -1:02 PM Feb 2nd, 2012



[CreativeSage](#) Me, too! Learning something new RT [@Gwen\\_Ishmael](#): Waves to all the Innocats - yall broaden my thinking and energize me. Thank you! [#innochat](#) -1:02 PM Feb 2nd, 2012



[MrsRoadshow](#) I often think of hockey puck analogy w/innovation, and Gretzky quote, I think. Skate where puck will be, not where it is now. [#innochat](#) -1:02 PM Feb 2nd, 2012



[berkshire\\_ideas](#) [@AmberandGreene](#) So, what is the most recent invention that comes to mind? [#innochat](#) -1:02 PM Feb 2nd, 2012



[JohnWLewis](#) [@Gwen\\_Ishmael](#) Waving back! Bye for now. [#innochat](#) -1:02 PM Feb 2nd, 2012



[DelphiUSA](#) Great chat all! [#innochat](#) -1:02 PM Feb 2nd, 2012



[Jabaldaia](#) [@ovoinnovation](#) Thank you Jeffrey! Thank you all for more one IAU [#Innochat](#) great As Usual -1:01 PM Feb 2nd, 2012



[ovoinnovation](#) [@renee\\_hopkins](#) [@gwen\\_ishmael](#) Thanks for the opportunity. [#innochat](#) -1:01 PM Feb 2nd, 2012



[Renee\\_Hopkins](#) Huge thanks to [@ovoinnovation](#) for great moderation, a great book, and a lively [#innochat](#) -1:01 PM Feb 2nd, 2012



**ChaddScott @AmberandGreene** true & what it means to "make a difference" will be different for each company, team & leader **#innochat** -1:01

PM Feb 2nd, 2012



**bikespoke @gwen\_ishmael** Efficiency is a double-edged sword, ones future & anothers survival **#innochat** -1:01 PM Feb 2nd, 2012



**Evelc67 @ovoinnovation #innovation #innochat** BAU should change if it does not include a value/growth/innovation/improvement component(s) -1:01

PM Feb 2nd, 2012



**pjmachado** Another great **#innochat** ! thanks everyone! -1:01 PM Feb 2nd, 2012



**Renee Hopkins** PDF of this chat will be posted! If you missed last week, here's link to PDF archive of that chat - - **<http://t.co/GTk41LkT>**  
**#innochat** -1:01 PM Feb 2nd, 2012



**berkshire\_ideas** Let me just go on record as saying I LOVE efficiency -- but I LOVE innovation more. **#innochat** -1:01 PM Feb 2nd, 2012



**Natasha D G** Multi-tasking my way from **#Innochat** over to the **#HBRChat** on multi-tasking! -1:01 PM Feb 2nd, 2012



**DelphiUSA @StacyLeidwinger** Sounds like a "hedghog" principle to me!  
**#innochat** -1:01 PM Feb 2nd, 2012



**Gwen Ishmael** LOL! RT **@InnovationFixer: @Gwen\_Ishmael** Base level - avoid poisoning. After that, they may be in for a surprise... **#innochat** -1:01

PM Feb 2nd, 2012



**CreativeSage .@Sysparatem** ..LOL, I think I can hear them crying out, silenced by my one hand clapping. ;-)  
**#innochat** -1:00 PM Feb 2nd, 2012



**Gwen Ishmael** Waves to all the Innocats - y'all broaden my thinking and energize me. Thank you! **#innochat** -1:00 PM Feb 2nd, 2012



**AmberandGreene @berkshire\_ideas** Agree no one invents in a vacuum,



but innovating and inventing are not the same but both have their connections [#innochat](#) -1:00 PM Feb 2nd, 2012



**PrincipledLearn** RT [@andreacarr1](#): RT [@CreativeEdu](#): 42 Twitter Chats for Teachers including [#gtchat](#) [#gtie](#) and [#innochat](#) - <http://t.co/yv3ZTnyA> - [#ukedchat](#) -1:00 PM Feb 2nd, 2012



**InnovationFixer** Very sensible :- ) RT [@JohnWLewis](#): [@InnovationFixer](#) [@Paul4innovating](#) I'm letting the pub do the cooking tonight. [#innochat](#) -1:00 PM Feb 2nd, 2012



**JohnWLewis** [@Renee\\_Hopkins](#) [@DelphiUSA](#) It's that the other way around? Surely, aligning innovation with org's purpose reduces ineffectiveness. [#innochat](#) -1:00 PM Feb 2nd, 2012



**ovoinnovation** [@Gwen\\_Ishmael](#) Thanks, but if I made your Thursday you had low expectations! JK. Always fun. When will transcripts be ready? [#innochat](#) -1:00 PM Feb 2nd, 2012



**cindyfsolomon** RT [@JohnPMuldoon](#): Mistakes Made On The Road To [#Innovation](#) - More on Kodak <http://t.co/Jnl48Jpr> [#innochat](#) -1:00 PM Feb 2nd, 2012



**re: reinventioninc** RT [@Gwen\\_Ishmael](#): [@ovoinnovation](#) - Efficiency makes it possible to pursue the next [#innovation](#) - best to have both. [#innochat](#) -1:00 PM Feb 2nd, 2012



**DrewCM** I'm decamping for business as unusual. Thanks for a great chat [@ovoinnovation](#) - great stuff. Be brilliant (or at least shiny!) [#innochat](#) -1:00 PM Feb 2nd, 2012



**cindyfsolomon** Thanks for great content Every1! RT [@ovoinnovation](#): Have a great week and please come back for more [#innochat](#) every Thursday [#innochat](#) -1:00 PM Feb 2nd, 2012



**thechimera** RT [@Clynton](#): Innovation always comes down to people. Companies trip up because they forget this. [#Innochat](#) -1:00 PM Feb 2nd, 2012



**InnovationFixer** [@Gwen\\_Ishmael](#) Base level - avoid poisoning. After that, they may be in for a surprise.... [#innochat](#) -1:00 PM Feb 2nd, 2012



**JohnPMuldoon** Mistakes Made On The Road To [#Innovation](#) - More on



Kodak <http://t.co/5PsEzhZo> **#innochat** -1:00 PM Feb 2nd, 2012



**re:** **reinventioninc** Efficiency & Innovation aren't extremes on a continuum; left or right, up or down. Innovation can yield efficiency & vice versa. **#innochat**

-1:00 PM Feb 2nd, 2012



**CreativeSage** RT **@wbendle**: By all! Truly enjoyed the convesation and everyones thoughts! Very timely for me! <http://t.co/yzn4QQvW> **@brainzooming #innochat**

-12:59 PM Feb 2nd, 2012



**StacyLeidwinger** RT **@DelphiUSA**: RT **@Natasha\_D\_G**: RT **@LoisMarketing**: Innovation can be about doing one simple thing better and more efficiently. **#innochat**

-12:59 PM Feb 2nd, 2012



**bcoelho2000** Innovation is about trying new things. It's about failing too. So don't ask who's to blame, ask what's to learn? **#innochat**

-12:59 PM Feb 2nd, 2012



**orgnet @berkshire\_ideas** Key to efficiency is that you not be too efficient about it ... all productive networks have \*some\* redundancy **#innochat**

-12:59 PM Feb 2nd, 2012



**InnovationFixer @ovoinnovation** Thanks, Jeffrey, great topic and great discussion **#innochat**

-12:59 PM Feb 2nd, 2012



**CreativeSage** RT **@Sysparatem** There was a great ripple in the Force when you said that as if a million middle managers cried out & were silenced **#innochat**

-12:59 PM Feb 2nd, 2012



**pjmachado** A4 Rating **#Innovation** efforts, creating& managing a portfolio that aligns w/corp goals s/b NEW BAU-lack of measure kills innov **#innochat**

-12:59 PM Feb 2nd, 2012



**AmberandGreene @Clynton** Innovation is an invention with a socio-economic impact >> interesting way of looking at it. **#innochat**

-12:59 PM Feb 2nd, 2012



**Natasha\_D\_G** RT **@4byoung**: Agree. Coloring outside the lines is messy but nec to new insights. RT **@Renee\_Hopkins**: **@dc2fla** Yes, often messy! **#innochat**

-12:59 PM Feb 2nd, 2012



**Gwen\_Ishmael** Is your family risk averse? :) RT **@InnovationFixer**: My turn to cook. To a recipe. Or should I be different and innovative? **#innochat**



-12:59 PM Feb 2nd, 2012



**cindyfsolomon @browncompany** dug thru 60 yrs industry research re: product success for Architecture of Small Team Innovatn <http://t.co/ieZw7Usr> **#innochat** -12:59 PM Feb 2nd, 2012



**wbendle** By all! Truly enjoyed the convesation and everyone's thoughts! Very timely for me! <http://t.co/dt19QXuX> **@brainzooming #innochat** -12:59 PM Feb 2nd, 2012



**Renee Hopkins** Topic ideas or volunteers to host the chat next week are welcome! Contact me, **@drewcm** or **@gwen\_ishmael #innochat** -12:59 PM Feb 2nd, 2012



**4byoung** Agree. Coloring outside the lines is messy but nec to new insights. RT **@Renee\_Hopkins: @dc2fla** Yes, often messy! **#innochat** -12:59 PM Feb 2nd, 2012



**MrsRoadshow @DrewCM @berkshire\_ideas** Bigger than just adding net to building, I think you mean. The net misses the point...which is the point. **#innochat** -12:58 PM Feb 2nd, 2012



**JohnWLewis @InnovationFixer @Paul4innovating** I'm letting the pub do the cooking tonight. **#innochat** -12:58 PM Feb 2nd, 2012



**ovoinnovation** Have a great week and please come back for more **#innochat** every Thursday -12:58 PM Feb 2nd, 2012



**AmberandGreene @DevelopingZack** Agree that one can spawn the other and to some extent they are cyclical and co dependent **#innochat** -12:58 PM Feb 2nd, 2012



**CreativeSage** RT **@DrewCM**: On Innovation as BAU: If you want something different, then make it a focus & do something. Wishing won't make it so. **#innochat** -12:58 PM Feb 2nd, 2012



**Evelc67 @JohnWLewis** efficiency and effectiveness can have very different outcomes and are very strategy and goal dependant. **#innochat** -12:58 PM Feb 2nd, 2012



**berkshire\_ideas @AmberandGreene** No one invents in a vacuum. All inventions have their connections. [#innochat](#) -12:58 PM Feb 2nd, 2012



**andreacarr1** RT **@CreativeEdu**: 42 Twitter Chats for Teachers including [#gtchat](#) [#gtie](#) and [#innochat](#) - <http://t.co/yv3ZTnyA> - [#ukedchat](#)  
-12:58 PM Feb 2nd, 2012



**ovoinnovation** As we end, ask yourself - does my "business as usual" affect the way I think about [#innovation](#). Should BAU change? [#innochat](#) -12:58 PM Feb 2nd, 2012



**Sysparatem @CreativeSage** [#innochat](#) there was a great ripple in the Force when you said that as if a million middle managers cried out and were silenced -12:58 PM Feb 2nd, 2012



**Jabaldaia** RT **@Gwen\_Ishmael**: **@ovoinnovation** - Efficiency makes it possible to pursue the next [#innovation](#) - best to have both. [#innochat](#)  
-12:58 PM Feb 2nd, 2012



**Renee\_Hopkins** Agree - just said it differently! RT **@DelphiUSA**: Should not innovation align w org's purpose? That might help reduce inefficiency. [#innochat](#) -12:57 PM Feb 2nd, 2012



**InnovationFixer** I'm off to the kitchen. My turn to cook. To a recipe. Or should I be different and innovative? [#innochat](#) -12:57 PM Feb 2nd, 2012



**AmberandGreene @ChaddScott** not every project is meant to change the world but it should make a difference [#innochat](#) -12:57 PM Feb 2nd, 2012



**Gwen\_Ishmael @ovoinnovation** - Efficiency makes it possible to pursue the next [#innovation](#) - best to have both. [#innochat](#) -12:57 PM Feb 2nd, 2012



**thechimera** RT **@DelphiUSA**: Should not innovation align with an organization's purpose? That might help reduce inefficiency. [#innochat](#) -12:57 PM Feb 2nd, 2012



**DrewCM** On Innovation as BAU: If you want something different, then make it a focus & do something. Wishing for it won't make it so. [#innochat](#) -12:57 PM Feb 2nd, 2012



**DevelopingZack** There is **#causality**, **#invention** can spawn **#innovation** and vice versa RT **@AmberandGreene** Innovation and invention are not the same **#innochat** -12:57 PM Feb 2nd, 2012



**dc2fla** RT**@InnovationFixer** One more thought - launch products when they're ready, not when perfect. Then make them more efficient **#innochat** -12:57 PM Feb 2nd, 2012



**Renee\_Hopkins** Co's should never silo so much that one part pursues efficiency while another pursues innovation and neither is aligned w strategy **#innochat** -12:57 PM Feb 2nd, 2012



**sanchezjb** Last thoughts on balancing efficiency and **#innovation**? **#innochat** < "To everything there is a season." The Byrds / Book of Ecclesiastes -12:57 PM Feb 2nd, 2012



**JohnWLewis** The concept of "relentless innovation" makes much sense, but we need to explain what we mean by terms like "continuous innovation" **#innochat** -12:57 PM Feb 2nd, 2012



**bcoelho2000** A nice way to test if you're innovating is asking this: "Who will become angry if I ship this?" **#innochat** -12:57 PM Feb 2nd, 2012



**ericshaver** RT **@Renee\_Hopkins**: A4 - Link innovation and efficiency together in one common strategy. Innovate efficiency, simplify innovation. **#innochat** -12:57 PM Feb 2nd, 2012



**LoisMarketing** **@berkshire\_ideas** Is a certain amount of imbalance necessary though for innovation? If all is in tune no one is progressing **#innochat** -12:56 PM Feb 2nd, 2012



**Paul4innovating** RT **@ovoinnovation**: **@Paul4innovating** Great to "see" you at **#innochat**. Have a cold one for me. Well actually TWO -12:56 PM Feb 2nd, 2012



**CreativeSage** **@ovoinnovation** Culture & environment of orgs needs to change, and we might think about not having "business as usual" at all. **#innochat** -12:56 PM Feb 2nd, 2012



**ovoinnovation** RT **@JohnWLewis**: I think one needs both efficiency and innovation in balance and applied depending on their effectiveness. **#innochat** -12:56 PM Feb 2nd, 2012



**wbendle** My thoughts are in today's post on Brainzooming <http://t.co/dt19QXuX> "Continuous Innovation and Continuous Improvement"  
#innochat -12:56 PM Feb 2nd, 2012



**DelphiUSA** Should not innovation align with an organization's purpose? That might help reduce inefficiency. #innochat -12:56 PM Feb 2nd, 2012



**Clynton** Efficiency is not the antithesis of innovation. It's just knowing when it aids and when it hinders. @ovoinnovation #Innochat -12:56 PM Feb 2nd, 2012



**InnovationFixer** Efficiently, I hope RT @Paul4innovating: hal'm off to the fridge.....#innochat -12:56 PM Feb 2nd, 2012



**Gwen\_Ishmael** Agree! RT @ovoinnovation: ...increasingly more important for firms to get better at #innovation while retaining efficiency. #innochat -12:56 PM Feb 2nd, 2012



**ovoinnovation @Paul4innovating** Great to "see" you at #innochat. Have a cold one for me. -12:56 PM Feb 2nd, 2012



**pamroes** RT @DrewCM: @ovoinnovation W.L. Gore is my "go-to" flat organization example for an innovation-capable culture. #innochat -12:56 PM Feb 2nd, 2012



**pamroes** RT @bikespoke: RT @Jabaldaia: A4 It will B #Innovation as usual when agility is installed & when we've flat structures #innochat -12:56 PM Feb 2nd, 2012



**berkshire\_ideas** The key word here is balance and there are as many ways to achieve that as there are problems. #innochat -12:56 PM Feb 2nd, 2012



**JohnWLEwis @ovoinnovation** I think one needs both efficiency and innovation in balance and applied depending on their effectiveness.  
#innochat -12:55 PM Feb 2nd, 2012



**Paul4innovating** hal'm off to the fridge.....#innochat -12:55 PM Feb 2nd, 2012



**pjmachado** A4 Need to find the balance that fits the culture/risk profile of the



company & it's market circumstances [#innochat](#) -12:55 PM Feb 2nd, 2012



[cindyfsolomon](#) RT [@InnovationFixer](#): One more thought - launch products when they're ready, not when perfect - Then make more efficient [#prodmgmt](#) [#innochat](#) -12:55 PM Feb 2nd, 2012



[DrewCM](#) RT [@InnovationFixer](#): One more thought - launch products when they're ready, not when perfect. <Ah,"the enemy of good is perfect." [#innochat](#) -12:55 PM Feb 2nd, 2012



[LoisMarketing](#) [@LoudyOutLoud](#) "paddling like crazy" = moving forward, anticipating, not necessarily running from an alligator! [#innochat](#) -12:55 PM Feb 2nd, 2012



[Renee\\_Hopkins](#) [@dc2fla](#) Yes, often messy! [#innochat](#) -12:55 PM Feb 2nd, 2012



[JohnPMuldoon](#) Be efficient to free up resources so they can innovate :-)  
[#innochat](#) -12:55 PM Feb 2nd, 2012



[TheBIF](#) True! RT [@renee\\_hopkins](#): Job [#1](#) of startups \*is\* to innovate. As they grow, they sometimes forget this amid business as usual. [#innochat](#)  
-12:55 PM Feb 2nd, 2012



[MrsRoadshow](#) [@ovoinnovation](#) Business as usual sets in sooner than might expect even in startups. Culture takes root quickly, for better, worse. [#innochat](#) -12:55 PM Feb 2nd, 2012



[mkosmicki](#) RT [@berkshire\\_ideas](#): Innovation often comes from the boredom of repetition. [#innochat](#) -12:54 PM Feb 2nd, 2012



[bikespoke](#) [@gwen\\_ishmael](#) Thx Gwen [#innochat](#) a topic many questions within it. -12:54 PM Feb 2nd, 2012




[Clynton](#) Right. Innovation is an invention with a socio-economic impact RT [@AmberandGreene](#): Innovation and invention are not the same thing [#innochat](#) -12:54 PM Feb 2nd, 2012



[wbendle](#) RT [@ovoinnovation](#): Winding down but not out - your last thoughts on balancing efficiency and [#innovation](#)? Just Do It! [#innochat](#)


 -12:54 PM Feb 2nd, 2012

**re:** **reinventioninc** RT **@CreativeSage**: RT **@ovoinnovation**: Winding down but not out - your last thoughts on balancing efficiency and **#innovation?** **#innochat** -12:54 PM Feb 2nd, 2012


 **InnovationFixer** One more thought - launch products when they're ready, not when perfect. Then make them more efficient **#innochat** -12:54 PM Feb 2nd, 2012


 **ChaddScott @AmberandGreene** process improvements, small improvements equally noble goal for innovators; every project can't change world **#innochat** -12:54 PM Feb 2nd, 2012


 **dc2fla @Renee\_Hopkins** Start-up innovation isn't necessarily "efficient" in fact it's often messy **#innochat** -12:54 PM Feb 2nd, 2012


 **Paul4innovating** It is future orientated that is its only way to move BAU **#innochat** -12:54 PM Feb 2nd, 2012

 **cindyfsolomon** RT **@wbendle**: RT **@Clynton** Innovation always comes down to people. Companies trip up because they forget this. **#innochat** -12:54 PM Feb 2nd, 2012

 **4byoung** RT **@InnovationFixer**: Link inno goals to strategy, targets/metrics, process, people & link rewards & recognition to inno output **#innochat** -12:54 PM Feb 2nd, 2012

 **LoisMarketing** If your focus is on your customer and delivering the very best to them, innovation naturally comes -- in products and processes **#innochat** -12:54 PM Feb 2nd, 2012

 **DrewCM @berkshire\_ideas** Then Foxconn is ripe for an innovation explosion! **#innochat** -12:54 PM Feb 2nd, 2012

 **ovoinnovation** Personally - I think it's increasingly more important for firms to get better at **#innovation**, while retaining efficiency. **#innochat** -12:54 PM Feb 2nd, 2012



**Sysparatem @ovoinnovation** last thought **#innochat** efficiency and innovation favour the prepared mind -12:54 PM Feb 2nd, 2012



**JohnWLewis @DrewCM** I attended a great talk by someone from Kimberly Clark at a Lean conference in the UK a few years ago. **#innochat** -12:54 PM Feb 2nd, 2012



**berkshire\_ideas @AmberandGreene** Who separates them and where? **#innochat** -12:54 PM Feb 2nd, 2012



**bikespoke @achimmuellers** Hello Achim! **#innochat** -12:54 PM Feb 2nd, 2012



**Gwen\_Ishmael** Great observation! RT **@Paul4innovating**: BAU changes when the environment changes... **#innochat** -12:54 PM Feb 2nd, 2012



**CreativeSage** RT **@ovoinnovation**: Winding down but not out - your last thoughts on balancing efficiency and **#innovation?** **#innochat** -12:54 PM Feb 2nd, 2012



**DevelopingZack** I work in an **#AgileDevelopmentEnvironment**, and even this **#Scrum** system could use some Innovation. **@pamroes @cindyfsolomon #innochat** -12:54 PM Feb 2nd, 2012



**bikespoke @mrsroadshow** GM: -) **#innochat** -12:53 PM Feb 2nd, 2012



**ovoinnovation** Winding down but not out - your last thoughts on balancing efficiency and **#innovation?** **#innochat** -12:53 PM Feb 2nd, 2012



**AmberandGreene** Innovation and invention are not the same thing **#innochat** -12:53 PM Feb 2nd, 2012



**bikespoke** RT **@hurriednotes**: RT **@Jabaldaia**: A4 It will be Innovation as usual when agility is installed and when we have flat structures **#innochat** -12:53 PM Feb 2nd, 2012



**DrewCM @ovoinnovation** W.L. Gore is my "go-to" flat organization example



for an innovation-capable culture. [#innochat](#) -12:53 PM Feb 2nd, 2012



[berkshire\\_ideas](#) Innovation often comes from the boredom of repetition. [#innochat](#) -12:53 PM Feb 2nd, 2012



[Gwen\\_Ishmael](#) RT [@Renee\\_Hopkins](#): Job **#1** of startups \*is\* to innovate. As they grow, they sometimes forget this amid business as usual. [#innochat](#) -12:53 PM Feb 2nd, 2012



[wbendle](#) RT [@dc2fla](#) [@CreativeSage](#) [@MrsRoadshow](#) The thing with serendipity is co has to be able to make use of it when it happens [#innochat](#) [#innochat](#) -12:53 PM Feb 2nd, 2012



[CreativeSage](#) RT [@Renee\\_Hopkins](#): Job **#1** of startups \*is\* to innovate. As they grow, they sometimes forget this amid business as usual. [#innochat](#) -12:53 PM Feb 2nd, 2012



[re:reinventioninc](#) [@skap5](#) RE: Efficiency vs. Innovation. Completely agree. NOT extremes on continuum. [#innochat](#) -12:53 PM Feb 2nd, 2012



[LoisMarketing](#) Begin with the end in mind. Ultimate in product and service delivery. Innovation comes from anticipating. [#innochat](#) -12:53 PM Feb 2nd, 2012



[VolcadoDePila](#) [@berkshire\\_ideas](#) [@DrewCM](#) Innovation-only cultures never manage to function with a specific niche. Must settle b4 changing. [#innochat](#) -12:53 PM Feb 2nd, 2012



[berkshire\\_ideas](#) China is innovating now because they have lots of ppl looking at how things are being done. [#innochat](#) -12:52 PM Feb 2nd, 2012



[CreativeSage](#) YES RT [@dc2fla](#): [@CreativeSage](#) [@MrsRoadshow](#) The thing with serendipity is co. has to be able to make use of it when it happens [#innochat](#) -12:52 PM Feb 2nd, 2012



[ProdMgmtTalk](#) Join us to Win Book: Anticipate. The Architecture of Small Team Innovation and Product Success <http://t.co/clkLh4aY> [#innochat](#) [#prodmgmt](#) -12:52 PM Feb 2nd, 2012



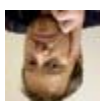
**MrsRoadshow @InnovationFixer** Yes. Attention on the value of the new, too. Awareness of the life cycle of value. [#innochat](#) -12:52 PM Feb 2nd, 2012



**LoudyOutLoud @LoisMarketing** It helps to not being paddling crazy beneath the duck pond sometimes :). [#innochat](#) -12:52 PM Feb 2nd, 2012



**Paul4innovating** BAU changes when the environment changes IBAU only future orientated as the way [#innochat](#) -12:52 PM Feb 2nd, 2012



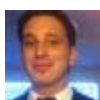
**hurriednotes** RT [@Jabaldaia](#): A4 It will be Innovation as usual when agility is installed and when we have flat structures [#innochat](#) -12:52 PM Feb 2nd, 2012



**Renee\_Hopkins** Job **#1** of startups \*is\* to innovate. As they grow, they sometimes forget this amid business as usual. [#innochat](#) -12:52 PM Feb 2nd, 2012



**CreativeSage** RT [@ovoinnovation](#): Ultimately its ppl and how they think RT [@Clynton](#): Innovation always comes down to people..they forget this. [#innochat](#) -12:52 PM Feb 2nd, 2012



**DevelopingZack** RT [@Wired4Ldrship](#): Small companies can innovate fearlessly b/c they haven't been wearied by fear or failure. [#innochat](#) -12:52 PM Feb 2nd, 2012



**Clynton** Yes, it's the actionable strategy 1/2 of innovation that's so often skipped RT [@AmberandGreene](#) It's easy to come up with new ideas [#innochat](#) -12:52 PM Feb 2nd, 2012



**VolcadoDePila @ovoinnovation** Only as long as their biz changes, and that does not last long. As u grow you need policies that become limiting [#innochat](#) -12:52 PM Feb 2nd, 2012



**Evelc67 @ovoinnovation** I think this is possible. Process and systematic spring to mind. [#innochat](#). Controlled chaos -12:52 PM Feb 2nd, 2012



**DrewCM @JohnWLewis** I know. I worked with them as a consultant in the USA. [#innochat](#) -12:51 PM Feb 2nd, 2012



**dc2fla @CreativeSage @MrsRoadshow** The thing with serendipity is co.



has to be able to make use of it when it happens [#innochat](#) -12:51 PM Feb 2nd, 2012



[pamroes](#) RT [@cindyfsolomon](#): A4 - w/ /[#Agile](#) teams parent cos (or investors) get more inovatn attempts per \$. [#prodmgmt](#) <http://t.co/Ir5rtUT2> [#innochat](#) -12:51 PM Feb 2nd, 2012



[wbendle](#) RT [@ovoinnovation](#) What my "aim" is is to suggest a new "business as usual" - balancing efficiency AND [#innovation](#). [#innochat](#) -12:51 PM Feb 2nd, 2012



[CreativeSage](#) RT [@AmberandGreene](#): Its easy to come up w/new ideas; hard part is letting go of what worked 2 yrs ago but will soon be out of date [#innochat](#) -12:51 PM Feb 2nd, 2012



[Sysparatem](#) RT [@Jabaldaia](#): A4 It will be Innovation as usual when agility is installed and when we have flat structures [#innochat](#) -12:51 PM Feb 2nd, 2012



[ovoinnovation](#) Gore as example RT [@Jabaldaia](#): A4 It will be Innovation as usual when agility is installed and when we have flat structures [#innochat](#) -12:51 PM Feb 2nd, 2012



[Renee\\_Hopkins](#) +1 RT [@ovoinnovation](#) What my "aim" is is to suggest a new "business as usual" - balancing efficiency AND [#innovation](#). [#innochat](#) [#innochat](#) -12:51 PM Feb 2nd, 2012



[DrewCM](#) [@Paul4innovating](#) Not familiar with Tate & Lyle (always looking for new examples where firms "bet the bank.") Thanks. [#innochat](#) -12:51 PM Feb 2nd, 2012



[re:reinventioninc](#) RT [@skap5](#): Efficiency vs. innovation is a false choice. More about tweaks vs. transformation. Both within innovation continuum. [#innochat](#) -12:51 PM Feb 2nd, 2012



[DelphiUSA](#) [@bcoelho2000](#) Agree! Ultimately it comes down to value. Innovation without a purpose is inefficiency defined. [#innochat](#) -12:51 PM Feb 2nd, 2012



[Jabaldaia](#) A4 It will be Innovation as usual when agility is installed and when we have flat structures [#innochat](#) -12:51 PM Feb 2nd, 2012



[ovoinnovation](#) Ultimately it's ppl and how they think RT [@Clynton](#):



PM Feb 2nd, 2012



**InnovationFixer** RT **@ovoinnovation**: What my "aim" is is to suggest a new "business as usual" - balancing efficiency AND **#innovation**. **#innochat**

-12:50 PM Feb 2nd, 2012



**Evelc67** Innovation should be process but with a measurable outcome. Easier to measure of a stable business as usual than not. **#innochat**

-12:50 PM Feb 2nd, 2012

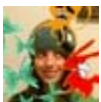


**DevelopingZack** **#Innovations** Inception comes from flaws, w.o. a need for new/better well never get it **#innochat** **@Gwen\_Ishmael**

**@AmberAdGreene** **@Renee\_Hopkins** -12:50 PM Feb 2nd, 2012

**Paul4innovating** RT **@InnovationFixer**: **@DrewCM** **@berkshire\_ideas** Or Tate & Lyle, built on sugar, just sold its sugar business **#innochat** Sweet Deal?

-12:50 PM Feb 2nd, 2012



**laurenrodan** Kids **#design** chairs with their minds >> **http://t.co/Ksfm5TzF** **#innochat** **#marketing** **#sm** **#creativity**

-12:50 PM Feb 2nd, 2012



**gvascan** RT **@InnovationFixer**: Innovation can make innovation per se more efficient - P&G R&D spend -50% as % of sales in 10 years **#innochat**

-12:50 PM Feb 2nd, 2012



**pamroes** RT **@wbendle**: **@ovoinnovation** Can startups **#innovate** more successfully because of a lack of "business as usual"? WL Gore... **#innochat**

-12:50 PM Feb 2nd, 2012



**4byoung** RT **@DrewCM**: An innovation-capable culture v. an innovation-only culture. Add to the capability set rather than supplant it. **#innochat**

-12:49 PM Feb 2nd, 2012



**CreativeSage** RT **@DrewCM**: A4. An innovation-capable culture. Rather than an innovation-only culture. Add to the capability don't supplant it.

**#innochat** -12:49 PM Feb 2nd, 2012

**ovoinnovation** What my "aim" is is to suggest a new "business as usual" - balancing efficiency AND **#innovation**. **#innochat**

-12:49 PM Feb 2nd, 2012



**cindyfsolomon** A4 - With Agile teams parent companies (or investors) get more innovation attempts per dollar. **#prodmgmt** **http://t.co/wvY7EalN**

**#innochat** -12:49 PM Feb 2nd, 2012



**Clynton** Innovation always comes down to people. Companies trip up because they forget this. **#Innochat** -12:49 PM Feb 2nd, 2012



**DrewCM** Comedy Corner here: JohnWLEwis **@Jabaldaia**  
**@berkshire\_ideas #innochat** -12:49 PM Feb 2nd, 2012



**berkshire\_ideas** Will apple kodak the ipad now that Jobs is gone?  
**#innochat** -12:49 PM Feb 2nd, 2012



**Sysparatem** established companies need to work on disruptive innovation as well **#innochat** -12:49 PM Feb 2nd, 2012



**AmberandGreene** It's easy to come up with new ideas; the hard part is letting go of what worked for you 2 years ago, but will soon be out of date  
**#innochat** -12:49 PM Feb 2nd, 2012



**Gwen\_Ishmael @ovoinnovation** Think startups also **#innovate** more successfully bc it's do or die. There is no "maintenance" mode. **#innochat**  
-12:49 PM Feb 2nd, 2012



**CreativeSage** Resilience always essential: DrewCM A4. Making room for **#innovation** bau means adding a resilience profile to risk-aversion profile  
**#innochat** -12:49 PM Feb 2nd, 2012



**Natasha\_D\_G** RT **@DrewCM**: A4. An innovation-capable culture. Rather than an innovation-only culture. Add to the capability don't supplant it.  
**#innochat** -12:49 PM Feb 2nd, 2012



**wbundle @ovoinnovation** Can startups **#innovate** more successfully because of a lack of "business as usual"? WL Gore... **#innochat** -12:49 PM Feb 2nd, 2012



**Evelc67** If "business as usual" is unstable fix it first otherwise the innovation won't stick **#innochat** -12:49 PM Feb 2nd, 2012



**ovoinnovation** RT **@DrewCM**: A4. An innovation-capable culture. Rather than an innovation-only culture. Add to the capability don't supplant it.  
**#innochat** -12:48 PM Feb 2nd, 2012



**Renee\_Hopkins** Thx for link! RT **@sanchezjb** Standardization Can Lead To Innov - How standards enable scalable transformation <http://t.co/7i6yU58p> **#innochat** -12:48 PM Feb 2nd, 2012



**re:reinventioninc** Leadership in innovation is not the courage to spend, but the courage to focus <http://t.co/cqlw9mTL> via **@timkastelle** **@bill\_fischer** **#innochat** -12:48 PM Feb 2nd, 2012



**DrewCM** **@berkshire\_ideas** I pair up Kimberly Clark (paper manufacturer that sold it's paper mills) to Kodak (that held onto it's paper biz) **#innochat** -12:48 PM Feb 2nd, 2012



**CreativeSage** RT **@SteveKoss** Innovation business as usual=a culture that can learn, execute, train, challenge, improve, transmute operating model **#innochat** -12:48 PM Feb 2nd, 2012



**JohnWLewis** RT **@Jabaldaia: @berkshire\_ideas** I will try to kodak you if you have kodaked me? :- ) // I'll xerox this. **#innochat** -12:48 PM Feb 2nd, 2012



**4byoung** A4 Cos also need to look at time rather than just saving money as an imp checkpoint for both efficiency & innovations. **#innochat** -12:48 PM Feb 2nd, 2012



**Sysparatem** **#innochat** but big companies are generally OK at incremental innovation NOT disruptive innovation -12:48 PM Feb 2nd, 2012



**AmberandGreene** When you spend too much time looking at yourself you fail to see what others around you are doing. you need to do both **#innochat** -12:48 PM Feb 2nd, 2012



**berkshire\_ideas** RT **@DrewCM**: A4. An innovation-capable culture., than an innovation-only culture. Add to the capability , rather than supplant it. **#innochat** -12:48 PM Feb 2nd, 2012



**ovoinnovation** RT **@SteveKoss**: Innovation business as usual = a culture that can learn, execute, train, challenge, improve, chg operating model **#innochat** -12:48 PM Feb 2nd, 2012



**Gwen\_Ishmael** Like resilience profile! DrewCM A4. Making room for **#innovation** bau means adding a resilience profile to the risk-aversion profile **#innochat** -12:47 PM Feb 2nd, 2012

**re:** [reinventioninc](#) RT [@Renee\\_Hopkins](#): [@reinventioninc](#) [@DelphiUSA](#) you are SO right! [#innochat](#) -12:47 PM Feb 2nd, 2012



[ovoinnovation](#) Can startups [#innovate](#) more successfully because of a lack of "business as usual"? Interesting. [#innochat](#) -12:47 PM Feb 2nd, 2012



[Paul4innovating](#) To make it BAU then it must be future driven [#innochat](#) -12:47 PM Feb 2nd, 2012



[SteveKoss](#) Innovation business as usual = a culture that can learn, execute, train, challenge, improve, transmute the operating model [#innochat](#) -12:47 PM Feb 2nd, 2012



[DrewCM](#) A4. An innovation-capable culture. Rather than an innovation-only culture. Add to the capability set rather than supplant it. [#innochat](#) -12:47 PM Feb 2nd, 2012



[InnovationFixer](#) Metrics are key - measure value of future projects and match to forward growth targets [#innochat](#) -12:47 PM Feb 2nd, 2012



[sanchezjb](#) 5 Ways Standardization Can Lead To Innovation - How standards enable scalable transformation <http://t.co/F1b6TVjf> [#innochat](#) -12:47 PM Feb 2nd, 2012



[CreativeSage](#) Mine, too, and you can create conditions for it to happen! RT [@Renee\\_Hopkins](#): [@orgnet](#) Serendipity! One of my favorite concepts! [#innochat](#) -12:47 PM Feb 2nd, 2012



[JohnWLewis](#) RT [@4byoung](#): [@ovoinnovation](#) Yes. Innovation a must for everyone but much easier for startups. // because no "business as usual"? [#innochat](#) -12:47 PM Feb 2nd, 2012



[StacyLeidwinger](#) RT [@LoisMarketing](#): Companies need to be ducks. Calm on the surface while paddling like crazy beneath. Love that analogy. [#innochat](#) A4 -12:47 PM Feb 2nd, 2012



[berkshire\\_ideas](#) Kodak: v. ; the act of holding on to one's past performance too long. [#innochat](#) -12:46 PM Feb 2nd, 2012



[Renee\\_Hopkins](#) [@reinventioninc](#) [@DelphiUSA](#) you are SO right!



**#innochat** -12:46 PM Feb 2nd, 2012



**bcoelho2000 @DelphiUSA** Absolutely Perry! It's a tough question to ask but it's also essential to focus on delivering extraordinary value! **#innochat**

-12:46 PM Feb 2nd, 2012



**sandymaxey** RT **@orgnet: @DrewCM** What is often viewed as "Waste" in knowledge work can lead to serendipity and ah-has **#innochat** -12:46 PM Feb 2nd, 2012



**ovoinnovation** More please! RT **@Evelc67**: A4: innovation best works comming off a stable platform. This is hopefully "business as usual" **#innochat** -12:46 PM Feb 2nd, 2012



**LoisMarketing** Companies need to be ducks. Calm on the surface while paddling like crazy beneath. Love that analogy. **#innochat** A4 -12:46 PM Feb 2nd, 2012



**Gwen\_Ishmael** RT **@Renee\_Hopkins**: A4 Corp **#innovation** capability that allows co to innovate to address different innovation goals should be BAU. **#innochat** -12:46 PM Feb 2nd, 2012



**Evelc67** A4: innovation best works comming off a stable platform. This is hopefully "business as usual" **#innochat** -12:46 PM Feb 2nd, 2012



**ericshaver @ovoinnovation** One way is to have someone inside org, starting w/ small wins to demonstrate value of **#innovation**. **#innochat**

-12:46 PM Feb 2nd, 2012



**CreativeSage** Essential mindset: RT **@ovoinnovation**: That's why we need to create it! RT **@Paul4innovating**: Jeffrey Innovation BAU is not usual **#innochat** -12:46 PM Feb 2nd, 2012



**thechimera** RT **@wbendle**: A4: We create it through education and changing cultures... **#innochat** -12:46 PM Feb 2nd, 2012



**Jabaldaia** RT **@wbendle**: A4: We create it through education and changing cultures... **#innochat** -12:46 PM Feb 2nd, 2012



**bmcdalt** RT **@orgnet: @skap5** 21st century knowledge work is a network,



not a process chart. <http://t.co/znsEDBrP> [#innochat](#) -12:46 PM Feb 2nd, 2012



[AmberandGreene](#) [@LoisMarketing](#) the problem is they forgot that they were in a race and were too busy focusing on the design of their car [#innochat](#) -12:46 PM Feb 2nd, 2012



[ovoinnovation](#) [@berkshire\\_ideas](#) To misquote Franklin "an innovation culture, if you can keep it" [#innochat](#) -12:46 PM Feb 2nd, 2012



[Gwen\\_Ishmael](#) A4 [#Innovation](#) BAU - look backwards, side-to-side, and forwards. Adjust and keep moving. [#innochat](#) -12:46 PM Feb 2nd, 2012



[bcoelho2000](#) "Efficiency is doing things right, effectiveness is doing the right things" & Innovation is doing the new right things right now [#innochat](#) -12:45 PM Feb 2nd, 2012



[Jabaldaia](#) [@berkshire\\_ideas](#) I will try to kodak you if you have kodaked me? :- ) [#innochat](#) -12:45 PM Feb 2nd, 2012



[wbendle](#) A4: We create it through education and changing cultures... [#innochat](#) -12:45 PM Feb 2nd, 2012



[JohnWLewis](#) Surely too much focus on needs perceived by customer and not enough on opportunities to deliver value, is what this is about? [#innochat](#) -12:45 PM Feb 2nd, 2012



[Renee\\_Hopkins](#) [@orgnet](#) Serendipity! One of my favorite concepts! [#innochat](#) -12:45 PM Feb 2nd, 2012



[DrewCM](#) A4. Making room for "business as usual innovation" means adding a resilience profile to the risk-aversion profile. Fail to learn [#innochat](#) -12:45 PM Feb 2nd, 2012



[berkshire\\_ideas](#) A4: The market will (already has) create "innovation as usual". The q is: can we keep up? will it water down? [#innochat](#) -12:45 PM Feb 2nd, 2012



[dc2fla](#) [@JohnWLewis](#) Lucky for me! John, Tough to catch up! [@innovationfixer](#) [@Renee\\_Hopkins](#) [@Gwen\\_Ishmael](#) [#innochat](#) -12:45 PM Feb 2nd, 2012

Feb 2nd, 2012



**ovoinnovation** That's why we need to create it! RT **@Paul4innovating**: Jeffrey Innovation BAU is not usual **#innochat** -12:45 PM Feb 2nd, 2012



**CreativeSage** RT **@InnovationFixer**: Creating Innovation BAU - strategy, annual targets down to MMs, tools and (simple) process, walk the talk **#innochat** -12:45 PM Feb 2nd, 2012



**DelphiUSA** **@bcoelho2000** Great companies ask what they should STOP doing as well as what they should start doing. **#innochat** -12:45 PM Feb 2nd, 2012



**re: reinventioninc** **@DelphiUSA** **@Renee\_Hopkins** EXCESSIVE austerity measures rip into growth prospects. But EXCESSIVE spending can neg impact LT growth. **#innochat** -12:45 PM Feb 2nd, 2012



**LoisMarketing** **@AmberandGreene** Yes, as we racing fans would say, they've been lapped two or three times .. or four! Looking in the rear view! **#innochat** -12:45 PM Feb 2nd, 2012



**skap5** **@orgnet** The world has moved from chains to networks and far too many organizations and people haven't made the trip yet. **#innochat** -12:45 PM Feb 2nd, 2012



**4byoung** **@ovoinnovation** Yes. Innovation a must for everyone but much easier for startups. **#innochat** -12:45 PM Feb 2nd, 2012



**InnovationFixer** Inno BAU - innovators as corporate heroes **#innochat** -12:45 PM Feb 2nd, 2012



**Renee\_Hopkins** A4 Corporate innovation capability that allows co to innovate to address different innovation goals should be BAU. **#innochat** -12:45 PM Feb 2nd, 2012



**Paul4innovating** Jeffrey Innovation BAU is not usual **#innochat** -12:45 PM Feb 2nd, 2012



**thechimera** RT **@AchimMuellers**: **@Renee\_Hopkins** Austerity = we'll save, no matter what the cost! **#innochat** -12:44 PM Feb 2nd, 2012



**ovoinnovation** RT **@InnovationFixer**: Creating Innovation BAU - strategy, annual targets down to MMs, tools and (simple) process, walk the talk **#innochat** -12:44 PM Feb 2nd, 2012



**DelphiUSA** RT **@bcoelho2000**: Innovation isnt something you do at the end of the product cycle. Its something you do ALL the time! **#innochat** -12:44 PM Feb 2nd, 2012



**Gwen\_Ishmael** Hi Diane! RT **@dc2fla**: Just catching the end of **#innochat** convo on innovation-business as usual challenges Hello innocats **#innochat** -12:44 PM Feb 2nd, 2012



**orgnet** **@DrewCM** What is often viewed as "Waste" in knowledge work can lead to serendipity and ah-has **#innochat** -12:44 PM Feb 2nd, 2012



**AmberandGreene** **@LoisMarketing** well then agree about Kodak **#innochat** -12:44 PM Feb 2nd, 2012



**InnovationFixer** Creating Innovation BAU - strategy, annual targets down to MMs, tools and (simple) process, walk the talk **#innochat** -12:44 PM Feb 2nd, 2012



**thechimera** **@K\_Festival** Send everybody in the organization a personal invitation to join, at least once, in sessions without direct reports. **#innochat** -12:44 PM Feb 2nd, 2012



**VolcadoDePila** **@DrewCM** **@Renee\_Hopkins** Austerity measures force ppl to find new ways. Distribute investment and growth. Healthy, really. **#innochat** -12:44 PM Feb 2nd, 2012



**pjmachado** A4 it seems 2 me that efficiency (small innovation) is necessary but not sufficient to Grow Biz fast-need 'Big' **#innovaiton** 4 that **#innochat** -12:44 PM Feb 2nd, 2012



**CreativeSage** RT **@ovoinnovation** If only startups focus on **#innovation**, only startups will thrive. Innovation a must for firms of all sizes. **#innochat** -12:44 PM Feb 2nd, 2012



**AmberandGreene** Exactly!>> RT **@bcoelho2000**: Innovation isnt something you do at the end of the product cycle. Its something you do ALL the time! **#innochat** -12:44 PM Feb 2nd, 2012



**bcoelho2000** Innovation is about asking the tough questions like "Why are we doing this?" and "Is there another way to do this?" [#innochat](#) -12:44 PM Feb 2nd, 2012



**Clynton** RT [@bcoelho2000](#): Innovation isn't something you do at the end of the product cycle. It's something you do ALL the time! [#innochat](#) -12:44 PM Feb 2nd, 2012



**MrsRoadshow** [@bikespoke](#) Hi John. Still time to chime in. [#innochat](#) -12:44 PM Feb 2nd, 2012



**JohnWLewis** [@dc2fla](#) Not sure this is end. Just because all 4 questions are covered, does not mean the 'cats will quieten down ; -) [#innochat](#) -12:44 PM Feb 2nd, 2012



**ovoinnovation** One more time - If efficiency is "business as usual" how do we create an "innovation business as usual"? [#innochat](#) -12:44 PM Feb 2nd, 2012



**Paul4innovating** RT [@wbendle](#): A4: the pressures of competition will force innovation to be the next business as usual. [#innochat](#) Relentless perhaps -12:44 PM Feb 2nd, 2012



**Jabaldaia** [@MrsRoadshow](#) Ok! :-)) Great vote! [#innochat](#) -12:43 PM Feb 2nd, 2012



**Gwen\_Ishmael** [@bikespoke](#) Hi there! We're on Q4 If "business as usual" is efficiency, how do we create an "innovation business as usual"? [#innochat](#) -12:43 PM Feb 2nd, 2012



**LoisMarketing** RT [@AmberandGreene](#): [@LoisMarketing](#): Kodak is a great example. but Kodak failed or are failing << Hence the example [#innochat](#) -12:43 PM Feb 2nd, 2012



**berkshire\_ideas** Will Kodak become a verb? [#innochat](#) -12:43 PM Feb 2nd, 2012



**bcoelho2000** Innovation isn't something you do at the end of the product cycle. It's something you do ALL the time! [#innochat](#) -12:43 PM Feb 2nd, 2012



**InnovationFixer** [@Natasha\\_D\\_G](#) [@LoisMarketing](#) - the marketplace



ignored them and moved on **#innochat** -12:43 PM Feb 2nd, 2012



**DelphiUSA @LoisMarketing** Agree. If you stop listening to your customers, you will suffer the same fate as the dodo. **#innochat** -12:43 PM Feb 2nd, 2012



**Renee\_Hopkins @dc2fla** Hello! **#innochat** -12:43 PM Feb 2nd, 2012



**ovoinnovation @4byoung** If only startups focus on **#innovation**, then only startups will thrive. Innovation a must for firms of all sizes. **#innochat** -12:43 PM Feb 2nd, 2012



**wbendle** A4: I think the pressures of the Street, and the pressures of competition will force innovation to be the next business as usual. **#innochat** -12:43 PM Feb 2nd, 2012



**AmberandGreene @LoisMarketing**: Kodak is a great example. but Kodak failed or are failing **#innochat** -12:43 PM Feb 2nd, 2012



**joegerstandt** RT **@orgnet @skap5** 21st century knowledge work is a network, not a process chart. <http://t.co/RHGqNFAC>... **#innochat** -12:43 PM Feb 2nd, 2012



**Gwen\_Ishmael** A4: **#Innovation** BAU is possible when you learn from mistakes. **#innochat** -12:43 PM Feb 2nd, 2012



**CreativeSage** Great quote: RT **@AchimMuellers**: To quote Peter Drucker "Efficiency is doing things right, effectiveness is doing the right things" **#innochat** -12:43 PM Feb 2nd, 2012



**nebulamokwena** RT **@AchimMuellers**: To quote Peter Drucker "Efficiency is doing things right, effectiveness is doing the right things" **#innochat** -12:43 PM Feb 2nd, 2012



**Natasha\_D\_G** And there is a diff! RT **@LoisMarketing**: Kodak has answered the marketplace. They have not listened to the marketplace. **#innochat** -12:42 PM Feb 2nd, 2012



**AchimMuellers @bikespoke** Hi John **#innochat** -12:42 PM Feb 2nd, 2012



**4byoung** +1 RT **@ericshaver**: **@ovoinnovation** Most established companies focus on efficiency. Startups try to focus on innovation. **#innochat** -12:42 PM Feb 2nd, 2012



**MrsRoadshow @JohnWLewis @jabaldaia** Agree. I never think of "not lean." No bloated implementations is my vote, in all things. **#innochat** -12:42 PM Feb 2nd, 2012



**LoisMarketing** Kodak has answered the marketplace. They have not listened to the marketplace. **#innochat** -12:42 PM Feb 2nd, 2012



**Paul4innovating** At least it is a reaction **@ovoinnovation** for innovation **#innochat** -12:42 PM Feb 2nd, 2012



**StacyLeidwinger** A4: Yes and needs done over time - business as usual doesn't help drive new ideas **#innochat** -12:42 PM Feb 2nd, 2012



**bikespoke** A late hello to all at **#innochat** today. -12:42 PM Feb 2nd, 2012



**wbundle** As Deming stated in "The New Economics", "Absence of defects does not necessarily build business, something more is required." **#innochat** -12:42 PM Feb 2nd, 2012



**thechimera** RT **@K\_Festival**: A4 separate the front end innovation and let it be a creative mess! Then use systems to implement it efficiently **#innochat** -12:42 PM Feb 2nd, 2012



**dc2fla** Just catching the end of **#innochat** convo on innovation-business as usual challenges Hello innocats -12:42 PM Feb 2nd, 2012



**ovoinnovation @StacyLeidwinger** Thanks for the RT! **#innochat** -12:42 PM Feb 2nd, 2012



**berkshire\_ideas** Brilliant! RT **@pjmachado**: A4 Tomorrow's BIG



**#Innovation** s become yesterday's efficiency projects- **#innovation** is temporal too **#innachat** -12:42 PM Feb 2nd, 2012



**CreativeSage** Interesting: RT **@reinventioninc**: **@DrewCM** **@Renee\_Hopkins** The Government Innovators Network <http://t.co/SDMddTwI> offers a rundown. **#innachat** -12:42 PM Feb 2nd, 2012



**StacyLeidwinger** RT **@ovoinnovation**: So, Question Four: If "business as usual" is efficiency, how do we create an "innovation business as usual"? **#innachat** -12:41 PM Feb 2nd, 2012



**LoisMarketing** Kodak is a great example. Process driven, not market driven. And where are they now? **#innachat** -12:41 PM Feb 2nd, 2012



**pjmachado** A4 Tomorrow's BIG **#Innovation** s become yesterday's efficiency projects- **#innovation** is temporal too **#innachat** -12:41 PM Feb 2nd, 2012



**ZeusGC** RT **@AchimMuellers**: To quote Peter Drucker "Efficiency is doing things right, effectiveness is doing the right things" **#innachat** -12:41 PM Feb 2nd, 2012



**CreativeSage** RT **@ovoinnovation**: Process impnt, but outcome measured. RT **@DelphiUSA**: Dont you think inno is more about the process than outcome? **#innachat** -12:41 PM Feb 2nd, 2012



**Renee\_Hopkins** **@AchimMuellers** Exactly! **#innachat** -12:41 PM Feb 2nd, 2012



**InnovationFixer** RT **@K\_Festival**: A4 separate the front end innovation and let it be a creative mess! Then use systems to implement it efficiently **#innachat** -12:41 PM Feb 2nd, 2012



**ovoinnovation** RT **@ovoinnovation**: So, Question Four: If "business as usual" is efficiency, how do we create an "innovation business as usual"? **#innachat** -12:41 PM Feb 2nd, 2012



**4byoung** Oh, noes! Might make some ppl's head explode. RT **@berkshire\_ideas**: And what about innovating efficiency itself? **#innachat** -12:41 PM Feb 2nd, 2012



**thechimera** RT **@Paul4innovating**: Business BAU- well wait for a crisis and



watch the panic for innovation [#innochat](#) -12:41 PM Feb 2nd, 2012



[JohnWLewis](#) A4 It depends on whether the organisation has sufficiently clear strategic objectives. [#innochat](#) -12:41 PM Feb 2nd, 2012



[Gwen\\_Ishmael](#) [@OBX\\_Harvey](#) See ya! :- ) [#innochat](#) -12:41 PM Feb 2nd, 2012



[Sysparatem](#) [#innochat](#) operational efficiency seems to be the only area of practice which everyone thinks is immune to Pareto's law and diminishing returns -12:41 PM Feb 2nd, 2012



[bmcdalt](#) RT [@ovoinnovation](#): Zen master RT [@Renee\\_Hopkins](#): Innovate efficiency, simplify innovation. [#innochat](#) -12:41 PM Feb 2nd, 2012



[orgnet](#) [@flowchainsensei](#) [@skap5](#) TPDS??? Ah, you are looking at transactions and I am looking at applying knowledge & learning & adapting [#innochat](#) -12:40 PM Feb 2nd, 2012



[re:reinventioninc](#) [@DrewCM](#) [@Renee\\_Hopkins](#) The Government Innovators Network <http://t.co/nf1EyStQ> offers a rundown. [#innochat](#) -12:40 PM Feb 2nd, 2012



[bikespoke](#) RT [@ovoinnovation](#): Zen master RT [@Renee\\_Hopkins](#): Innovate efficiency, simplify innovation. [#innochat](#) -12:40 PM Feb 2nd, 2012



[VolcadoDePila](#) [@JohnWLewis](#) [@berkshire\\_ideas](#) To innovate efficiency you would have to rotate where you impose limits. [#innochat](#) -12:40 PM Feb 2nd, 2012



[K\\_Festival](#) A4 separate the front end innovation and let it be a creative mess! Then use systems to implement it efficiently [#innochat](#) -12:40 PM Feb 2nd, 2012



[InnovationFixer](#) [@OBX\\_Harvey](#) Have fun, Harvey [#innochat](#) -12:40 PM Feb 2nd, 2012



[AmberandGreene](#) RT [@CreativeSage](#): RT [@ovoinnovation](#): Zen master RT [@Renee\\_Hopkins](#): Innovate efficiency, simplify innovation. [#innochat](#)

-12:40 PM Feb 2nd, 2012



**Jabaldaia A4** Creating a culture of innovation it is possible to say more of the same (innovation) but better :- ) **#innochat** -12:40 PM Feb 2nd, 2012



**wbendle A4:** Firms are now focused again of profitably growing the topline. Innovation as an ongoing process for growth is necessary. **#innochat** -12:40 PM Feb 2nd, 2012



**CreativeSage** RT **@AmberandGreene:** **@CreativeSage** can innovation truly be business as usual or is it simply business as unusual? **#innochat** -12:40 PM Feb 2nd, 2012



**AchimMuellers @Renee\_Hopkins** Austerity = we'll save, no matter what the cost! **#innochat** -12:40 PM Feb 2nd, 2012



**FredyFadel** RT **@AchimMuellers:** To quote Peter Drucker "Efficiency is doing things right, effectiveness is doing the right things" **#innochat** -12:40 PM Feb 2nd, 2012



**DrewCM** RT **@ovoinnovation:** Zen master RT **@Renee\_Hopkins:** Innovate efficiency, simplify innovation. < + Maximize value. **#innochat** -12:40 PM Feb 2nd, 2012



**ovoinnovation** Process important, but outcome measured. RT **@DelphiUSA:** Don't you think innovation is more about the process than outcome? **#innochat** -12:40 PM Feb 2nd, 2012



**MrsRoadshow** RT **@ovoinnovation:** Zen master RT **@Renee\_Hopkins:** Innovate efficiency, simplify innovation. **#innochat** -12:40 PM Feb 2nd, 2012



**LoisMarketing @DevelopingZack** Steve knew when the market would be ready for the iPad. **#innochat** -12:40 PM Feb 2nd, 2012



**InnovationFixer @DelphiUSA** No - innovation must be executed, must make money **#innochat** -12:40 PM Feb 2nd, 2012



**Renee\_Hopkins @OBX\_Harvey** Great chatting with you! **#innochat** -12:40 PM Feb 2nd, 2012



**CreativeSage** RT **@ovoinnovation**: Zen master RT **@Renee\_Hopkins**: Innovate efficiency, simplify innovation. **#innachat** -12:40 PM Feb 2nd, 2012



**Gwen\_Ishmael** A4 **#innovation** business as usual achieved through use of process v reliance on serendipity. \*Notice "use of" not "chained to."\* **#innachat** -12:40 PM Feb 2nd, 2012



**4byoung** **@reinventioninc** True. Companies that use cost/benefit as the main filter for all decisions find reasons to innovate much harder. **#innachat** -12:40 PM Feb 2nd, 2012



**DelphiUSA** **@Renee\_Hopkins** Hi Renee! **#innachat** -12:40 PM Feb 2nd, 2012



**CreativeSage** Plan Innovation into goals, structure RT **@Paul4innovating**: Business BAU-we'll wait for a crisis and watch the panic for innovation **#innachat** -12:39 PM Feb 2nd, 2012



**DelphiUSA** A4: Don't you think innovation is more about the process than simply an outcome? **#innachat** -12:39 PM Feb 2nd, 2012



**ovoinnovation** **@OBX\_Harvey** Glad you were here. **#innachat** -12:39 PM Feb 2nd, 2012



**wbendle** A4: I think that is a day that has finally arrived. Firms are running out of efficiency opportunities. Innovation creates topline! **#innachat** -12:39 PM Feb 2nd, 2012



**pjmachado** LAsT 50 **#innachat** tweets have reached >41k <http://t.co/ya4Blf5k> -12:39 PM Feb 2nd, 2012



**AmberandGreene** **@CreativeSage** can innovation truly be business as usual or is it simply business as unusual? **#innachat** -12:39 PM Feb 2nd, 2012



**DrewCM** RT **@Renee\_Hopkins**: I really meant cost-cutting. Like Euro Zone countries' austerity measures. < I see. Designed for no-growth. **#innachat** -12:39 PM Feb 2nd, 2012



**ovoinnovation** Zen master RT **@Renee\_Hopkins**: Innovate efficiency,



simplify innovation. **#innochat** -12:39 PM Feb 2nd, 2012



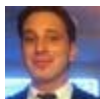
**LoisMarketing @DelphiUSA @OBX\_Harvey @DelphiUSA** Steve thought about the market. Not internal processes. Much to learn there! **#innochat**

-12:39 PM Feb 2nd, 2012



**OBX\_Harvey** Okay, innocats. I have to duck out early for a meeting. I'll catch up with the recap. thanks to **@ovoinnovation** for the great topic **#innochat**

-12:39 PM Feb 2nd, 2012



**DevelopingZack @LoisMarketing** Except MSFT created the tablet in '01, & AAPL innovated the consumers need for an iPad, through internal processes.

**#innochat** -12:39 PM Feb 2nd, 2012



**JohnWLewis @Renee\_Hopkins @DrewCM** Euro countries have bigger problems than that. (Glad we (UK) were never in it!) **#innochat**

-12:39 PM Feb 2nd, 2012



**Renee\_Hopkins @DelphiUSA** Hi there!! **#innochat**

-12:39 PM Feb 2nd, 2012



**cindyfsolomon** Innovation requires deconstructing what is - messy, costly, long tail - not incremental change **#innochat**

-12:39 PM Feb 2nd, 2012



**DelphiUSA @Renee\_Hopkins** Austerity measures are definately NOT a growth strategy. **#innochat**

-12:39 PM Feb 2nd, 2012



**sanchezjb** RT **@creativesage** RT **@bmcdalt** Efficiency can BE innovation. **@NurtureGirl** created a brilliant post on this: <http://t.co/seCvzJwd> **#innochat**

-12:39 PM Feb 2nd, 2012



**Renee\_Hopkins** A4 - Link innovation and efficiency together in one common strategy. Innovate efficiency, simplify innovation. **#innochat**

-12:39 PM Feb 2nd, 2012




**re: reinventioninc @DrewCM @Renee\_Hopkins** The easier question to answer is why governments don't. **#innochat**


-12:39 PM Feb 2nd, 2012




**ovoinnovation** Would like to get out of reaction mode RT **@Paul4innovating**: Business BAU- well wait for a crisis and watch the panic


 for innovation **#innochat** -12:39 PM Feb 2nd, 2012

 **AmberandGreene** RT **@LoisMarketing**: Innovation can be about doing one simple thing better and more efficiently. **#innochat** -12:38 PM Feb 2nd, 2012

 **InnovationFixer** A4 - Link inno goals to strategy, targets/metrics, simple process, great people, link rewards and recognition to inno output **#innochat** -12:38 PM Feb 2nd, 2012


 **DelphiUSA** **@LoisMarketing** Agree. Jobs just happened to be listening. **#innochat** -12:38 PM Feb 2nd, 2012


 **Sysparatem** /2 **#innochat** Hamel; to the detriment of other considerations of how to improve business -12:38 PM Feb 2nd, 2012


 **Paul4innovating** Business BAU- well wait for a crisis and watch the panic for innovation **#innochat** -12:38 PM Feb 2nd, 2012

 **cindyfsolomon** RT **@AmberandGreene**: **@CreativeSage** **@bcoelho2000** World NOT changed by doing same things faster / must Innovate way things done **#innochat** -12:38 PM Feb 2nd, 2012

 **LoisMarketing** **@berkshire\_ideas** Again, he anticipated what the market would want. He was 'market driven'. We're all saying the same thing! **#innochat** -12:38 PM Feb 2nd, 2012

 **CreativeSage** RT **@ovoinnovation** So, Question Four: If "business as usual" is efficiency, how do we create an "innovation business as usual"? **#innochat** -12:38 PM Feb 2nd, 2012

 **wbundle** I think an interesting perspective is this... most companies don't say " I want to become more inefficient as I grow up"... **#innochat** -12:38 PM Feb 2nd, 2012

 **AmberandGreene** **@IlseTreurnicht** innovation the new buzzword, but is it a buzz word that has a hollow sound because the meaning is being lost? **#innochat** -12:38 PM Feb 2nd, 2012

 **OBX\_Harvey** Yep. Too many people listen to cust. rather than know them. RT **@LoisMarketing**: **@OBX\_Harvey** We're saying the same thing :)

**#innochat** -12:38 PM Feb 2nd, 2012



**ericshaver** Agreed. Less risk; less reward. RT **@ovoinnovation**: Efficiency is easier, safer, faster, more predictable than **#innovation**. **#innochat** -12:38 PM Feb 2nd, 2012



**Renee\_Hopkins @DrewCM** I really meant cost-cutting. Like Euro Zone countries that are turning down chances to grow because of austerity measures. **#innochat** -12:37 PM Feb 2nd, 2012



**Sysparatem #innochat** however I do think Hamel has a great point when says that we have been focused on op efficiency for 150 yrs -12:37 PM Feb 2nd, 2012



**berkshire\_ideas @LoisMarketing** I think this view discounts a true innovators vision. Jobs was working 20 yrs ahead. **#innochat** -12:37 PM Feb 2nd, 2012



**DelphiUSA** RT **@Natasha\_D\_G**: RT **@LoisMarketing**: Innovation can be about doing one simple thing better and more efficiently. **#innochat** -12:37 PM Feb 2nd, 2012



**LoisMarketing @OBX\_Harvey** We're saying the same thing :) **#innochat** -12:37 PM Feb 2nd, 2012



**re: reinventioninc @ovoinnovation** Per SFI **#innovation** has accelerated superexponentially - the singularity is near! Epoch 6. ;) **http://t.co/QOuOwlWo #innochat** -12:37 PM Feb 2nd, 2012



**JohnWLewis** That's getting "meta", efficiency due to lower level innovation RT **@berkshire\_ideas**: And what about innovating efficiency itself? **#innochat** -12:37 PM Feb 2nd, 2012



**pjmachado** This is a good thing! Hi risk not 4 all RT **@ovoinnovation** Efficiency is easier, safer, faster, more predictable than **#innovation**. **#innochat** -12:37 PM Feb 2nd, 2012



**LoisMarketing @DevelopingZack** Steve Jobs was one of those once-in-a-generation who anticipated what his market wanted and gave it to them **#innochat** -12:37 PM Feb 2nd, 2012



**DrewCM @orgnet** There is waste in knowledge work too. Scores of lawyers are being removed from the discovery process due to efficiency **#innochat**

-12:37 PM Feb 2nd, 2012



**ovoinnovation** So, Question Four: If "business as usual" is efficiency, how do we create an "innovation business as usual"? [#innochat](#) -12:37 PM Feb 2nd, 2012



**4byoung** RT [@ericshaver](#): [@InnovationFixer](#) I agree with you. Efficiency can be easier to measure than innovation for most organizations. [#innochat](#)

-12:37 PM Feb 2nd, 2012



**AmberandGreene** RT [@CreativeSage](#) [@bcoelho2000](#) The World doesnt change by doing thesame things faster It changes by Innovating the way we do things [#innochat](#) -12:37 PM Feb 2nd, 2012



**InnovationFixer** Innovation can make innovation per se more efficient - P&G R&D spend -50% as % of sales in 10 years [#innochat](#) -12:37 PM Feb 2nd, 2012



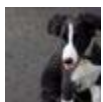
**JohnPMuldoon** Also easier to reward > RT [@ovoinnovation](#): Efficiency is easier, safer, faster, more predictable than [#innovation](#). [#innochat](#) -12:37 PM

Feb 2nd, 2012



**OBX\_Harvey** [@LoisMarketing](#) Apple doesn't let market drive them. They lead the market by creating things people didn't know they even needed.

[#innochat](#) -12:37 PM Feb 2nd, 2012



**IIsTreurnicht** RT [@skap5](#): We've turned innovation into a buzzword. Everything an innovation, everyone an innovator. Must get below the buzzwords. [#innochat](#) -12:37 PM Feb 2nd, 2012



**cindyfsolomon** RT [@CreativeSage](#): RT [@OBX\\_](#) <http://t.co/3sTfcqmt> [@skap5](#): We've turned innovation into a buzzword. [#innochat](#) -12:36 PM Feb 2nd,

2012



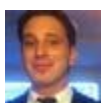
**sanchezjb** MT [@berkshire\\_ideas](#) Current biz climate..how do u squeeze the most out of [a good product] [#innochat](#) < See Kodak <http://t.co>

[/D6aPu2fd](#) -12:36 PM Feb 2nd, 2012



**bcoelho2000** This "efficiency" systems try to improve the current status quo. Innovation is always trying to CHANGE the status quo. [#innochat](#) -12:36

PM Feb 2nd, 2012



**DevelopingZack** The ills of [#Capitalism](#) RT [@berkshire\\_ideas](#) climate seems to be if your products goof, how do you squeeze the most out of it...

**#innochat** -12:36 PM Feb 2nd, 2012



**Paul4innovating** RT **@DrewCM**: I see lip service for innovation and systemic emphasis on efficiency. **#innochat** LIKE THAT -12:36 PM Feb 2nd, 2012



**wbendle** RT **@DrewCM**: To address your **@ovoinnovation** I see lip service for innovation and systemic emphasis on efficiency. Totally Agree! **#innochat**  
-12:36 PM Feb 2nd, 2012



**ovoinnovation** Efficiency is easier, safer, faster, more predictable than **#innovation**. **#innochat** -12:36 PM Feb 2nd, 2012



**nedkumar** **@ovoinnovation** I think both.he weights on each would partly depend on the firm's age. Older firm tend to have more efficiency proj **#innochat** -12:36 PM Feb 2nd, 2012



**LoisMarketing** **@DevelopingZack** Disagree .. I see the market having driven all innovation at Apple. Counting on them to have "what's next" **#innochat** -12:36 PM Feb 2nd, 2012



**Sticky3D** RT **@skap5**: Efficiency vs. innovation is a false choice. More about tweaks vs. transformation. Both within innovation continuum. **#innochat**  
-12:36 PM Feb 2nd, 2012



**VolcadoDePila** **@Sysparatem** **@mikerice126** **@ovoinnovation** Or turning such issues into mechanical processes that do not pose a threat to innovation **#innochat** -12:36 PM Feb 2nd, 2012



**berkshire\_ideas** **@thechimera** I thjink that holds true for most innovators. **#innochat** -12:36 PM Feb 2nd, 2012



**CreativeSage** RT **@OBX\_Harvey**: ..I wrote a piece about that a few wks ago. <http://t.co/5cagodeG> **@skap5**: Weve turned innovation into a buzzword. **#innochat** -12:36 PM Feb 2nd, 2012



**DrewCM** **@Renee\_Hopkins** Which governments focus on efficiency!!!?!?!?? **#innochat** -12:36 PM Feb 2nd, 2012



**Gwen\_Ishmael** Agreed. Fear trumps all. RT **@wbendle**: Thinkmost focus today is on efficiency... most talk centered around **#innovation** **#innochat**

-12:36 PM Feb 2nd, 2012



**ovoinnovation** RT **@Renee\_Hopkins**: **@ovoinnovation** IMO most companies do focus more on efficiency. Most governments are too.  
**#innochat** -12:36 PM Feb 2nd, 2012



**cindyfsolomon** RT **@reinventioninc**: Too Many companies think marginal cost/benefit of status quo maintain > marginal c/b driving innovation  
**#innochat** -12:35 PM Feb 2nd, 2012



**thechimera** RT **@berkshire\_ideas**: Efficiency belongs in manufacturing and accounting, innovation belongs to WD-40 and ducktape. **#innochat** -12:35 PM Feb 2nd, 2012



**orgnet** **@flowchainsensei** **@skap5** Mfg and shop floor do lend themselves to the machine/TQM/Lean model. Knowledge work does not. **#innochat** -12:35 PM Feb 2nd, 2012



**ericshaver** **@ovoinnovation** Most established companies focus on efficiency. Startups try to focus on innovation. **#innochat** -12:35 PM Feb 2nd, 2012



**DrewCM** To address your **@ovoinnovation** I see lip service for innovation and systemic emphasis on efficiency. **#innochat** -12:35 PM Feb 2nd, 2012



**reinventioninc** **@Renee\_Hopkins** **@bmcdalt** **@nurturegirl** See: Jeff Jarvis "innovation can YIELD efficiency" (2009) - <http://t.co/YttqJzed>  
**#innochat** -12:35 PM Feb 2nd, 2012



**berkshire\_ideas** And what about innovating efficiency itself? **#innochat** -12:35 PM Feb 2nd, 2012



**Natasha\_D\_G** RT **@LoisMarketing**: Innovation can be about doing one simple thing better and more efficiently. Don't negate 'minor' steps.  
**#innochat** -12:35 PM Feb 2nd, 2012



**Renee\_Hopkins** **@ovoinnovation** IMO most companies do focus more on efficiency. Sadly for growth prospects, most governments are too.  
**#innochat** -12:35 PM Feb 2nd, 2012



**bcoelho2000** **@OBX\_Harvey** Lean tests if I'm working on what I've planned in the last interaction. Even if the Customer needs to react to change!

**#innochat** -12:35 PM Feb 2nd, 2012



**LoisMarketing @DevelopingZack** The 'outside' opens the eyes of the 'inside' in most cases. Google is not without its struggles. **#innochat** -12:35 PM Feb 2nd, 2012



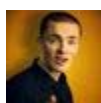
**thechimera** RT **@wbendle**: **@thechimera** - If it isn't a process - can it then become a sustainable competency? **#innochat** -12:35 PM Feb 2nd, 2012



**CreativeSage** RT **@JohnWLewis**: A3 Much of it is about timing. My wacky analogy for this is: **http://t.co/7uyantHE** **#innochat** -12:35 PM Feb 2nd, 2012



**JosephCafazzo** RT **@skap5**: We've turned innovation into a buzzword. Everything an innovation, everyone an innovator. Must get below the buzzwords. **#innochat** -12:35 PM Feb 2nd, 2012



**CreativeEdu** 42 Twitter Chats for Teachers including **#gtchat** **#gtie** and **#innochat** - **http://t.co/wkM6jHKJ** -12:35 PM Feb 2nd, 2012



**OBX\_Harvey** funny, i wrote a piece about that a few weeks ago. **http://t.co/h9kSm7A0** **@skap5**: We've turned innovation into a buzzword. **#innochat** -12:35 PM Feb 2nd, 2012



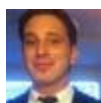
**Jabaldaia** RT **@DrewCM**: A3. It's not ncssrly a balance - it's a cycle. U might B emphasizing 1 ovr the other based on org need/intent. **#innochat** -12:35 PM Feb 2nd, 2012



**MrsRoadshow** RT **@DrewCM**: RT **@orgnet**: **@skap5** 21st century knowledge work is a network, not a process chart. **http://t.co/obYMYUmj** <YES! **#innochat** -12:35 PM Feb 2nd, 2012



**ovoinnovation @reinventioninc** Now we're getting somewhere - marginal costs! Next up: efficiency frontiers, and beyond! **#innochat** -12:34 PM Feb 2nd, 2012



**DevelopingZack** If **#innovation** was only MKT Driven, there would b no iPad **@LoisMarketing**: Innov is best market-driven, not internal-process-driven **#innochat** -12:34 PM Feb 2nd, 2012



**wbendle** I thinkmost focus today is on efficiency... most of the talk is centered around innovation. **#innochat** -12:34 PM Feb 2nd, 2012



**DrewCM** A3. It's not necessarily a balance - it's a cycle. You might be emphasizing one over the other based on org need/intent. [#innochat](#) -12:34 PM Feb 2nd, 2012



**CreativeSage** Thank you! RT [@bmcaldalt](#): Efficiency can BE innovation. [@nurturegirl](#) created a brilliant post on this: <http://t.co/nzy2LZRd> [#innochat](#) -12:34 PM Feb 2nd, 2012



**cindyfsolomon** RT [@bmcaldalt](#): Innovation has nuance. Efficiency can BE innovation. [@nurturegirl](#) created a brilliant post <http://t.co/pu9mj0kR> [#innochat](#) -12:34 PM Feb 2nd, 2012



**berkshire\_ideas** Efficiency belongs in manufacturing and accounting, innovation belongs to WD-40 and ducktape. [#innochat](#) -12:34 PM Feb 2nd, 2012



**Sysparatem** [@ovoinnovation](#) [@mikerice126](#) [@flowchainsensei](#) [#innochat](#) there is after all no great system of thought or insight that someone can't abuse :-)) -12:34 PM Feb 2nd, 2012



**thechimera** [@berkshire\\_ideas](#) I have a sort of process for discovering things. I would not be able to create a Six Sigma methodology for it. [#innochat](#) -12:34 PM Feb 2nd, 2012



**Paul4innovating** Depends on the results announcement [#innochat](#) -12:34 PM Feb 2nd, 2012



**re: reinventioninc** Many companies think marginal cost/benefit for maintaining status quo exceeds the marginal cost/benefit for driving innovation. [#innochat](#) -12:34 PM Feb 2nd, 2012



**orgnet** [@candesfranco](#) iff by "efficient" you mean not have too many... like 5000 FB friends [#innochat](#) -12:34 PM Feb 2nd, 2012



**JohnPMuldoon** RT [@ericshaver](#): [@InnovationFixer](#) Efficiency can be easier to measure than innovation for most orgs. [#innochat](#) > And efficiency is measured -12:34 PM Feb 2nd, 2012



**Natasha\_D\_G** RT [@StacyLeidwinger](#): A3: Innovation happens at all levels, so even with efficiencies doesn't mean u can't think outside the box [#innochat](#) -12:34 PM Feb 2nd, 2012



**Renee\_Hopkins** Innocats, I \*love\* it when you add outside links related to the topic! More for us to learn from! [#innochat](#) -12:34 PM Feb 2nd, 2012



**JohnWLewis** A3 Much of it is about timing. My wacky analogy for this is: <http://t.co/PeEtL775> [#innochat](#) -12:34 PM Feb 2nd, 2012



**LoisMarketing** Innovation can be about doing one simple thing better and more efficiently. Don't negate 'minor' steps. [#innochat](#) -12:34 PM Feb 2nd, 2012



**Gwen\_Ishmael** Bravo! RT [@StacyLeidwinger](#): A3: [#Innovation](#) happens at all levels so even w efficiencies doesnt mean u can't think outside the box [#innochat](#) -12:34 PM Feb 2nd, 2012



**skap5** We've turned innovation into a buzzword. Everything an innovation, everyone an innovator. Must get below the buzzwords. [#innochat](#) -12:34 PM Feb 2nd, 2012



**japrovo** RT [@skap5](#): Efficiency vs. innovation is a false choice. More about tweaks vs. transformation. Both within innovation continuum. [#innochat](#) -12:34 PM Feb 2nd, 2012



**StacyLeidwinger** A3: Don't use process as an excuse not 2 listen 2 innovative ideas [#innochat](#) -12:33 PM Feb 2nd, 2012



**Renee\_Hopkins** Thanks for link! RT [@bmcdalt](#): Efficiency can BE innovation. [@nurturegirl](#) created a brilliant post on this: <http://t.co/HQ1eoPOP> [#innochat](#) -12:33 PM Feb 2nd, 2012



**ovoinnovation** Still interested in your opinions - do most cos focus on efficiency or [#innovation](#) today? [#innochat](#) -12:33 PM Feb 2nd, 2012



**cindyfsolomon** RT [@StacyLeidwinger](#): A3: Innovation happens at all levels, so even with efficiencies doesnt mean u cant think outside the box [#innochat](#) -12:33 PM Feb 2nd, 2012



**CreativeSage** RT [@bcoelho2000](#): The World doesn't change by doing the same things faster. It changes by Innovating the way we do things. [#innochat](#) -12:33 PM Feb 2nd, 2012



**MrsRoadshow** [@sanchezjb](#) [@jabaldaia](#) That made me laugh. [#innochat](#)



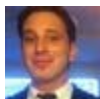
-12:33 PM Feb 2nd, 2012



**ericshaver @InnovationFixer** I agree with you. Efficiency can be easier to measure than innovation for most organizations. **#innochat** -12:33 PM Feb 2nd, 2012



**InnovationFixer @thechimera** Right - expectation and reward (as per **@ovoinnovation**'s book) **#innochat** -12:33 PM Feb 2nd, 2012



**DevelopingZack #Google**, would argue that point Aggressively RT **@LoisMarketing** Innovation is best market-driven, not internal-process-driven **#innochat** -12:33 PM Feb 2nd, 2012



**DrewCM** RT **@orgnet**: **@skap5** 21st century knowledge work is a network, not a process chart. **<http://t.co/obYMYUmj>** <YES! **#innochat** -12:33 PM Feb 2nd, 2012



**Gwen\_Ishmael** RT **@wbendle**: Even Deming believed **#Innovation** was necessary... and Elimination of Waste was only part of the "Success" equation **#innochat** -12:33 PM Feb 2nd, 2012



**nedkumar @Gwen\_Ishmael** Agree - make efficiency improvements to increase the execution & delivery value of an **#innovation #innochat** -12:33 PM Feb 2nd, 2012



**StacyLeidwinger** A3: Innovation happens at all levels, so even with efficiencies doesn't mean u can't think outside the box **#innochat** -12:33 PM Feb 2nd, 2012



**bmcaldalt** Innovation has a lot of nuance. Efficiency can BE innovation. **@nurturegirl** created a brilliant post on this: **<http://t.co/KXme7KOg>** **#innochat** -12:33 PM Feb 2nd, 2012



**thechimera @wbendle** definitely. To become a sustainable competency, people need to have proof innovation is actually expected; and rewarded. **#innochat** -12:32 PM Feb 2nd, 2012



**Natasha\_D\_G** Balance would depend on the organization and what maps to their culture and customers A: 3 **#innochat** -12:32 PM Feb 2nd, 2012



**MrsRoadshow @ovoinnovation** A3 Not formula. They feed each other. Both



needed for health of org, profits, growth. (Maybe "MDR" of each, tho).  
**#innochat** -12:32 PM Feb 2nd, 2012



**candesfranco @orgnet** And I need to be efficient in my network  
 connections **#innochat** -12:32 PM Feb 2nd, 2012



**bcoelho2000** The World doesn't change by doing the same things faster. It  
 changes by Innovating the way we do things. **#innochat** -12:32 PM Feb 2nd, 2012



**Paul4innovating** It is all to do with comfort zones reduce costs -happy, take  
 a risk can be career limiting **#innochat** -12:32 PM Feb 2nd, 2012



**berkshire\_ideas** ...before someone else comes out with something to  
 replace it? **#innochat** -12:32 PM Feb 2nd, 2012



**Jabaldaia @K\_Festival** Thank you! :- ) **#innochat** -12:32 PM Feb 2nd, 2012



**OBX\_Harvey** Innovation isn't always about more, it's about better. RT  
**@bcoelho2000**: Lean: it's a waste to deliver more than the cust asked for  
**#innochat** -12:32 PM Feb 2nd, 2012



**ovoinnovation** Unfairly lumped 6 Sigma & Lean for the purposes of this  
 convo **#innochat** RT **@mikerice126**: **@flowchainsensei @Sysparatem**  
**@ovoinnovation** -12:32 PM Feb 2nd, 2012



**berkshire\_ideas** The current business climate seems to be if you have a  
 good product, how do you squeeze the most out of it... **#innochat** -12:32 PM Feb  
 2nd, 2012



**sandymaxey** RT **@orgnet**: **@skap5** 21st century knowledge work is a  
 network, not a process chart. **http://t.co/znsEDBrP #innochat** -12:32 PM Feb  
 2nd, 2012





**wbendle** Even Deming believed that Innovation was necessary... and  
 Elimination of Waste was only part of the "Success" equation **#innochat** -12:31  
 PM Feb 2nd, 2012





**Renee\_Hopkins** Agree! RT **@gwen\_ishmael** A3 If **#innovation**  
 encompasses execution, then different emphases come into play at different


 times. [#innochat](#) -12:31 PM Feb 2nd, 2012


 [Gwen Ishmael](#) RT [@AchimMuellers](#) To quote Peter Drucker "Efficiency is doing things right, effectiveness is doing the right things" [#innochat](#) -12:31 PM Feb 2nd, 2012


 [CreativeSage](#) RT [@Gwen\\_Ishmael](#): A3 If [#innovation](#) encompasses execution, then different emphases will come into play at different times. [#innochat](#) -12:31 PM Feb 2nd, 2012


 [sandymaxey](#) +1,000,000 Hyper Efficient mindless incrementalism RT [@skap5](#): Lean & SixSigma make me break out in hives. There, I said it! [#innochat](#) -12:31 PM Feb 2nd, 2012


 [ChaddScott](#) [@thechimera](#) [@wbendle](#) Innovation not a process itself although there exists a definite process which leads to innovation [#innochat](#) -12:31 PM Feb 2nd, 2012


 [re:reinventioninc](#) [@CreativeSage](#) Thanks, Cathryn. [#innochat](#) -12:31 PM Feb 2nd, 2012


 [orgnet](#) [@skap5](#) 21st century knowledge work is a network, not a process chart. <http://t.co/znsEDBrP> [#innochat](#) -12:31 PM Feb 2nd, 2012

 [Gwen Ishmael](#) A3 If [#innovation](#) encompasses execution, then different emphases will come into play at different times. [#innochat](#) -12:31 PM Feb 2nd, 2012

 [ovoinnovation](#) [@InnovationFixer](#) Action on efficiency, talk about innovation. Seems about right. [#innochat](#) -12:31 PM Feb 2nd, 2012

 [berkshire\\_ideas](#) Unfortunately I think most orgs are too focused on efficiency. [#innochat](#) -12:30 PM Feb 2nd, 2012

 [bcoelho2000](#) Lean considers a waste to deliver more than the customer asked for. How can this lead to Innovation? [#innochat](#) -12:30 PM Feb 2nd, 2012

 [candesfranco](#) RT [@AchimMuellers](#): To quote Peter Drucker "Efficiency is doing things right, effectiveness is doing the right things" [#innochat](#) -12:30 PM Feb 2nd, 2012



**CreativeSage** RT **@Jabaldaia**: A pt of order in a sequence. 1st innovation (experiment & errors) then a solution & efficiency (production & scale) **#innochat** -12:30 PM Feb 2nd, 2012



**InnovationFixer** RT **@Gwen\_Ishmael**: A3 Think "balance" is more about when to apply an approach vs. how much to apply. **#innochat** -12:30 PM Feb 2nd, 2012



**wbenle** "Continuous Innovation and Continuous Improvement" perspective posted today on **@brainzooming** <http://t.co/dt19QXuX> **#innochat** -12:30 PM Feb 2nd, 2012



**flowchainsensei** **@orgnet** Another mischaracterisation of Lean. **@skap5** **#innochat** -12:30 PM Feb 2nd, 2012



**Jabaldaia** RT **@AchimMuellers**: To quote Peter Drucker "Efficiency is doing things right, effectiveness is doing the right things" **#innochat** -12:30 PM Feb 2nd, 2012



**DrewCM** **@thehealthmaven** Efficiency may lead to high performance innovation; it must be intentional as it won't happen by chance. **#innochat** -12:30 PM Feb 2nd, 2012



**InnovationFixer** **@ovoinnovation** Focus seems to be action on efficiency and words on innovation (call me a cynic....) **#innochat** -12:30 PM Feb 2nd, 2012



**OBX\_Harvey** Nice --> RT **@AchimMuellers**: To quote Peter Drucker "Efficiency is doing things right, effectiveness is doing the right things" **#innochat** -12:30 PM Feb 2nd, 2012



**ovoinnovation** Gwen, on top of the game today RT **@Gwen\_Ishmael**: A3 Think "balance" is more about when to apply an approach vs. how much to apply. **#innochat** -12:30 PM Feb 2nd, 2012



**SteveKoss** Whenever a buzzword catches fire you know it is time to put fire to transmutation **#innochat** -12:30 PM Feb 2nd, 2012



**AchimMuellers** To quote Peter Drucker "Efficiency is doing things right, effectiveness is doing the right things" **#innochat** -12:29 PM Feb 2nd, 2012



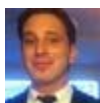
**LoisMarketing** Innovation is best market-driven, not internal-process-driven  
**#innochat** -12:29 PM Feb 2nd, 2012



**Gwen\_Ishmael** A3 Think "balance" is more about when to apply an approach vs. how much to apply. **#innochat** -12:29 PM Feb 2nd, 2012



**CreativeSage** Thanks! RT **@reinventioninc** Jeff Jarvis "innovation can YIELD efficiency" (2009) - <http://t.co/Juls6fLv> **#innochat** -12:29 PM Feb 2nd, 2012



**DevelopingZack** BC **#Innovation** takes risk & failure also RT **@berkshire\_ideas** I see no reason y company can't be lean / efficient & still innovate. **#innochat** -12:29 PM Feb 2nd, 2012



**ovoinnovation** Which focus is more prevalent in organizations today? A focus (and investment) in **#innovation**, or in efficiency? **#innochat** -12:29 PM Feb 2nd, 2012



**orgnet @skap5** Lean and SixSigma take the machine view of work, which is fine for machines... but us knowledge workers use other methods **#innochat** -12:29 PM Feb 2nd, 2012



**ProdMgmtTalk** RT **@Permisito**: RT **@VolcadoDePila**: The worst you can say to a designer or anyone w/ a creative job is Do whatever you want. **#innochat** -12:29 PM Feb 2nd, 2012



**pjmachado** A3 HAVe a way to rate innovativeness of various efforts would allow us to measure our **#innovation** portfolio over time & rebalance **#innochat** -12:29 PM Feb 2nd, 2012



**Jabaldaia** A3 its a point of order in a sequence. 1st innovation (experiment & errors) then the solution & efficiency (production & scale) **#innochat** -12:29 PM Feb 2nd, 2012



**thechimera @Gwen\_Ishmael @InnovationFixer** yes, processes developed as a result of a desired innovation can an should be repeated. **#innochat** -12:29 PM Feb 2nd, 2012



**StacyLeidwinger** +1 RT **@sanchezjb**: **@berkshire\_ideas** The mrkt & products create an appetite for innovation. Think Apple (iPhone) & RIM (Blackberry). **#innochat** -12:29 PM Feb 2nd, 2012



**JohnWLewis** RT **@DrewCM**: **@VolcadoDePila** Absolutely - no strategy, whats the point? If we dont know where we want to go, anywhere will do. **#innochat** -12:29 PM Feb 2nd, 2012



**VolcadoDePila** **@KellyBurroughs** True, but even thar requires a focus and a set of limits in the shape of limitations **#innochat** -12:29 PM Feb 2nd, 2012



**thehealthmaven** Does efficiency lead to high performance innovation? in relevance to the SixSigma convo? **#innochat** -12:28 PM Feb 2nd, 2012



**sanchezjb** **@berkshire\_ideas** The mrkt & products create an appetite for innovation. Think Apple (iPhone) & RIM (Blackberry). **#innochat** -12:28 PM Feb 2nd, 2012



**Renee\_Hopkins** Thanks for link! RT**@reinventioninc** Jeff Jarvis "innovation can YIELD efficiency" (2009) - <http://t.co/niYBQwyc> **#innochat** -12:28 PM Feb 2nd, 2012



**JohnWLewis** **@MrsRoadshow** I'm agreeing with **@Jabaldaia** on this, that Lean offers more openness. **#innochat** -12:28 PM Feb 2nd, 2012



**wbendle** **@thechimera** - If it isn't a process - can it then become a sustainable competency? **#innochat** -12:28 PM Feb 2nd, 2012



**ProdMgmtTalk** RT **@DrewCM**: **@VolcadoDePila** Absolutely - no strategy, whats the point? If we dont know where we want to go, anywhere will do. **#innochat** -12:28 PM Feb 2nd, 2012



**berkshire\_ideas** **@thechimera** Innovation is a process but it's personal. Everyone is different. **#innochat** -12:28 PM Feb 2nd, 2012



**nedkumar** Efficiency improv efforts needs to have a clear value deliverable behind it. Trying to make every process efficient is sub-optimal **#innochat** -12:28 PM Feb 2nd, 2012



**ProdMgmtTalk** Ideally! RT **@berkshire\_ideas**: I see no reason why a company cant be lean or efficient and and still innovate. **#innochat** -12:28 PM Feb 2nd, 2012



**InnovationFixer** **@berkshire\_ideas** Essential, really - it's a Q of balance



**#innochat** -12:28 PM Feb 2nd, 2012



**stu** RT **@skap5**: Efficiency vs. innovation is a false choice. More about tweaks vs. transformation. Both within innovation continuum. **#innochat**

-12:28 PM Feb 2nd, 2012



**OBX\_Harvey** Many do: P&G, Ford, etc. RT **@berkshire\_ideas**: I see no reason why a company can't be lean or efficient and and still innovate.

**#innochat** -12:28 PM Feb 2nd, 2012



**DrewCM** **@VolcadoDePila** Absolutely - no strategy, what's the point? If we don't know where we want to go, anywhere will do. **#innochat**

-12:28 PM Feb 2nd, 2012



**pjmachado** On an '**#Innovation** Scale' Lean/six sigma would be a 1 & Transformational would be a 10! **#innochat**

-12:28 PM Feb 2nd, 2012



**ovoinnovation** Fully agree. Why are so few? RT **@berkshire\_ideas**: I see no reason why a company can't be lean or efficient and and still innovate.

**#innochat** -12:28 PM Feb 2nd, 2012



**JohnPMuldoon** I agree > RT **@berkshire\_ideas**: I see no reason why a company can't be lean or efficient and and still innovate. **#innochat**

-12:28 PM Feb 2nd, 2012



**wbendle** A3: Don't know there is a "correct" balance. But I do believe there can be a harmonious coexistence. **#innochat**

-12:27 PM Feb 2nd, 2012



**berkshire\_ideas** I see no reason why a company can't be lean or efficient and and still innovate. **#innochat**

-12:27 PM Feb 2nd, 2012



**KellyBurroughs** **@VolcadoDePila** I guess it really just depends on the boundaries, maybe. **#innochat**

-12:27 PM Feb 2nd, 2012





**orgnet** RT **@skap5**: Lean & SixSigma make me break out in hives. There, I said it! **#innochat**


-12:27 PM Feb 2nd, 2012




**thechimera** **@wbendle** not so sure innovation IS a process. Innovation is a


 way of thinking that should lead to improvements. [#innochat](#) -12:27 PM Feb 2nd, 2012


 [MrsRoadshow](#) [@DrewCM](#) Yes, definitely. [#innochat](#) -12:27 PM Feb 2nd, 2012


 [CreativeSage](#) RT [@ovoinnovation](#): Also, separate the tools from the mindsets they create. Six Sigma not a bad tool, just may limit thinking. [#innochat](#) -12:27 PM Feb 2nd, 2012

 [InnovationFixer](#) A3 balance depends on company, vision and leadership of top mgt, market pressures, competition etc - each makes own choice [#innochat](#) -12:27 PM Feb 2nd, 2012


re: [reinventioninc](#) The growth vs efficiency story isn't anything new. Jeff Jarvis "innovation can YIELD efficiency" (2009) - <http://t.co/YttqJzed> [#innochat](#) -12:27 PM Feb 2nd, 2012


 [KellyBurroughs](#) [@VolcadoDePila](#) Maybe. But some of biggest innovations come from looking outside typical boundaries, or pushing them very wide. [#innochat](#) -12:27 PM Feb 2nd, 2012


 [CreativeSage](#) :- ) RT [@DrewCM](#): RT [@skap5](#): Lean & SixSigma make me break out in hives. There, I said it! <Perhaps theres a cream for that, Saul. ;) [#innochat](#) -12:26 PM Feb 2nd, 2012

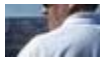
 [sanchezjb](#) + 1 RT [@Jabaldaia](#): A2 Lean allows for greater openness to radical innovation Six Sigma covers up the need for disruption [#innochat](#) -12:26 PM Feb 2nd, 2012

 [pamroes](#) RT [@Renee\\_Hopkins](#): [@skap5](#) prob is lack of cohesive strat 4 \*whole\* comp, instead of innovate hre, B efficient thr [#innochat](#) [@StacyLeidwinger](#) -12:26 PM Feb 2nd, 2012

 [Sysparatem](#) [@flowchainsensei](#) [@mikerice126](#) [@ovoinnovation](#) [#innochat](#) I don't think I would lump six sigma and lean together necessarily -12:26 PM Feb 2nd, 2012

 [MrsRoadshow](#) [@JohnWLewis](#) I always assume lean variation of various frameworks. I forget "non-lean" approaches but of course there are. [#innochat](#) -12:26 PM Feb 2nd, 2012

 [ovoinnovation](#) Also, separate the tools from the mindsets they create. Six



Sigma not a bad tool, just may limit thinking. [#innochat](#) -12:26 PM Feb 2nd, 2012



[JohnWLewis](#) RT [@pjmachado](#): Just wondering if it would be worth having an [#innovation](#) Richter scale to ease communication... // Great idea!  
[#innochat](#) -12:26 PM Feb 2nd, 2012



[berkshire\\_ideas](#) I have no 1st hand experience with Lean/^sigma but if they are that narrowly focused then what is their good? [#innochat](#) -12:26 PM Feb 2nd, 2012



[wbendle](#) A2: I feel the underlying approach of DMAIC can assist in solving even BIG innovation challenges [#innochat](#) -12:25 PM Feb 2nd, 2012



[mikerice126](#) [@HCMStrat](#) [@skap5](#) Efficiency vs. flexibility may be the truer choice. Ways, though, to gain in one without 1:1 tradeoff. [#innochat](#) -12:25 PM Feb 2nd, 2012



[DrewCM](#) RT [@skap5](#): Lean & SixSigma make me break out in hives. There, I said it! <Perhaps there's a cream for that, Saul. ;) [#innochat](#) -12:25 PM Feb 2nd, 2012



[VolcadorDePila](#) [@ovoinnovation](#) [@DrewCM](#) That goes into the strategy of biz. Resources are surely freed up [#innochat](#) -12:25 PM Feb 2nd, 2012



[CreativeSage](#) RT [@Renee\\_Hopkins](#) [@skap5](#) You are right—problem=lack of cohesive strategy for whole co, instead of innov here, be efficient there.  
[#innochat](#) -12:25 PM Feb 2nd, 2012



[Sysparatem](#) [@flowchainsensei](#) [@mikerice126](#) [@ovoinnovation](#) lean thinking has been well interpreted for innovation by Eric Reis I think  
[#innochat](#) -12:25 PM Feb 2nd, 2012



[Gwen\\_Ishmael](#) [@thechimera](#) [@InnovationFixer](#) - sort of agree...  
[#Innovation](#) processes can be repeatable, just not cookie-cutter.  
[#innochat](#) -12:25 PM Feb 2nd, 2012





[Permisito](#) RT [@VolcadorDePila](#): The worst you can say to a designer or anyone w/ a creative job is Do whatever you want. [#innochat](#) -12:25 PM Feb 2nd, 2012




[InnovationFixer](#) [@skap5](#) Is there a cream you can apply for Lean and SS?


 **#innochat** -12:25 PM Feb 2nd, 2012


 **ovoinnovation** Question three (and right on time) What's the best "balance" between efficiency and **#innovation**? Is there a balance? **#innochat** -12:25 PM Feb 2nd, 2012


 **VolcadoDePila** MT **@DrewCM**: I prefer to see Lean and Six Sigma as tools that help free up resources to explore more possibilities in innovation. **#innochat** -12:25 PM Feb 2nd, 2012


 **StacyLeidwinger** RT **@Renee\_Hopkins**: **@skap5** problem is lack of cohesive strategy for \*whole\* company, instead of innovate here, be efficient there. **#innochat** -12:25 PM Feb 2nd, 2012


 **pamroes** RT **@bcoelho2000**: If U're competing on price U need efficiency tools 2 help U ship faster&cheaper. But U shld compete on value! **#innochat** -12:25 PM Feb 2nd, 2012

 **pjmachado** Just wondering if it would be worth having an **#innovation** 'Richter scale' to ease communication... **#innochat** -12:25 PM Feb 2nd, 2012


 **DrewCM** **@skap5** I agree. This is no "Sophie's Choice" **#innochat** -12:25 PM Feb 2nd, 2012

 **ProdMgmtTalk** RT **@Jabaldaia**: A2 Lean allows for greater openness to radical innovation Six Sigma covers up the need for disruption **#innochat** -12:25 PM Feb 2nd, 2012

 **skap5** Lean & SixSigma make me break out in hives. There, I said it! **#innochat** -12:24 PM Feb 2nd, 2012

 **LoisMarketing** I have found Lean and Six Sigma very limiting for the most part. (That from a very creative and right-brained person!) :) **#innochat** A2 -12:24 PM Feb 2nd, 2012

 **berkshire\_ideas** **@sanchezjb** Can a market create an appetite or do products create the appetite? **#innochat** -12:24 PM Feb 2nd, 2012

 **bcoelho2000** If you're competing on price you need efficiency tools to help you ship faster&cheaper. But you should compete on value! **#innochat** -12:24

PM Feb 2nd, 2012



**VolcadoDePila @KellyBurroughs** Not really. They actually foster it by setting rules and focusing the efforts. [#innochat](#) -12:24 PM Feb 2nd, 2012



**OnProviders** RT **@Natasha\_D\_G**: Laser focus on efficiency will result in an innovation deficit & eventual demise of a CO. [#innochat](#) -12:24 PM Feb 2nd, 2012



**ovoinnovation** RT **@Renee\_Hopkins**: IMO problem is lack of cohesive strategy for \*whole\* company, instead of innovate here, be efficient there. [#innochat](#) -12:24 PM Feb 2nd, 2012



**CreativeSage** RT **@JohnWLewis**: **@ovoinnovation** Agree that narrowing vision discourages innovation, but is that what Lean does? [#innochat](#) -12:24 PM Feb 2nd, 2012



**candesfranco** I think that efficiency tools helps to be assertive in the innovation process, basically proposing solutions to determined needs [#innochat](#) -12:24 PM Feb 2nd, 2012



**Renee\_Hopkins @skap5** You are right. IMO problem is lack of cohesive strategy for \*whole\* company, instead of innovate here, be efficient there. [#innochat](#) -12:24 PM Feb 2nd, 2012



**berkshire\_ideas** RT **@sanchezjb**: **@berkshire\_ideas** The market has created an appetite for innovation. Apples held up as an example of innovation. [#innochat](#) -12:24 PM Feb 2nd, 2012



**sanchezjb** RT **@natasha\_d\_g** RT **@skap5** Efficiency vs. innovation is a false choice. < "The genius of the 'AND' vs. the tyranny of the 'OR.'" [#innochat](#) -12:24 PM Feb 2nd, 2012



**wbendle** RT **@DrewCM**: A2. Many clients cannot get their head around both mindsets. (Profitability arises from both refining and exploring) [#innochat](#) -12:24 PM Feb 2nd, 2012



**JohnWLewis @ovoinnovation** Agree that narrowing vision discourages innovation, but is that what Lean does? [#innochat](#) -12:23 PM Feb 2nd, 2012



**CreativeSage** RT **@ovoinnovation**: My concern with Lean and Six Sigma is that they focus on small bore problems, narrowing focus and vision.

**#innochat** -12:23 PM Feb 2nd, 2012



**HCMStrat** RT **@skap5**: Efficiency vs. innovation is a false choice. More about tweaks vs. transformation. Both within innovation continuum. **#innochat**

-12:23 PM Feb 2nd, 2012



**pjmachado** RT **@DrewCM** A2. I prefer to see Lean and Six Sigma as tools that help free up resources to explore more possibilities in innovation

**#innochat** -12:23 PM Feb 2nd, 2012



**pamroes** RT **@CreativeSage**: RT **@DrewCM**: I prefer 2 C Lean& 6Sigma as tools help freeup resources 2 exploremore possibilities in **#innovation**.

**#innochat** -12:23 PM Feb 2nd, 2012



**berkshire\_ideas** RT **@Natasha\_D\_G**: RT **@skap5**: Eff.y vs. inno'n is a false choice. ore about tweaks vs. transformation. Both within inno'n continuum.

**#innochat** -12:23 PM Feb 2nd, 2012



**InnovationFixer** **@thechimera** Agree! **#innochat** -12:23 PM Feb 2nd, 2012



**OBX\_Harvey** agree RT **@ovoinnovation**: My concern with Lean and Six Sigma is they focus on small bore problems, narrowing focus and vision.

**#innochat** -12:23 PM Feb 2nd, 2012



**ovoinnovation** Welcome **@nedkumar** **@mikerice126** **@thechimera** to **#innochat** -12:23 PM Feb 2nd, 2012



**CreativeSage** RT **@skap5**: Efficiency vs. innovation is a false choice. More about tweaks vs. transformation. Both within innovation continuum.

**#innochat** -12:23 PM Feb 2nd, 2012



**DrewCM** A2. Many clients cannot get their head around both mindsets. (Profitability arises from both refining and exploring) **#innochat** -12:23 PM Feb 2nd,

2012



**thechimera** **@InnovationFixer** exactly THIS. Six Sigma most effective with repeatable processes. Innovation is rarely that. **#innochat** -12:23 PM Feb 2nd, 2012



**InnovationFixer** RT **@ovoinnovation**: My concern with Lean and Six Sigma is that they focus on small bore problems, narrowing focus and vision.

**#innochat** -12:23 PM Feb 2nd, 2012



**MrsRoadshow @ovoinnovation** Q2 Depends on how people apply tools. If looking w/ST perspective, perhaps. If designing, refining w/LT view, no.

**#innochat** -12:23 PM Feb 2nd, 2012



**wbundle** RT **@skap5**: Efficiency vs. innovation is a false choice. More about tweaks vs. transformation. AGREE! **#innochat**

-12:23 PM Feb 2nd, 2012



**mikerice126** RT **@ovoinnovation**: My concern with Lean and Six Sigma is that they focus on small bore problems, narrowing focus and vision.

**#innochat** -12:22 PM Feb 2nd, 2012



**InnovationFixer** Lean/Six S is low risk; radical inno is much riskier.

**#innochat** -12:22 PM Feb 2nd, 2012



**sanchezjb @berkshire\_ideas** The market has created an appetite for innovation. Apple's held up as an example of innovation. **#innochat**

-12:22 PM Feb 2nd, 2012



**ovoinnovation** My concern with Lean and Six Sigma is that they focus on small bore problems, narrowing focus and vision. **#innochat**

-12:22 PM Feb 2nd, 2012



**StacyLeidwinger** RT **@DrewCM**: I prefer to see Lean and Six Sigma as tools that help free up resources to explore more possibilities in innovation.

**#innochat** -12:22 PM Feb 2nd, 2012



**nedkumar** Focusing too much on process improvements can sometimes take your mind away from the vision & innovation goals **#innochat**

-12:22 PM Feb 2nd, 2012



**Gwen\_Ishmael** TY! :) RT **@ovoinnovation** I like this - a "maintenance mentality"... **#innochat**

-12:22 PM Feb 2nd, 2012



**polit2k** RT **@Sysparatem**: **#innochat** it is possible to keep on doing the wrong thing with ever greater efficiency. Doing a new thing unlikely 2b

immediately efficient -12:22 PM Feb 2nd, 2012



**VolcadoDePila** The worst you can say to a designer or anyone w/ a creative job is Do whatever you want. **#innochat** -12:22 PM Feb 2nd, 2012



**pjmachado** Thats what **#leadership** is for MT **@DrewCM** pursuit of efficiency, Improve specialists become process fixated. Lose sight of strategy **#innochat** -12:22 PM Feb 2nd, 2012



**bmcdalt** **@thechimera** and different talent/teams in each phase/wave? **#innochat** -12:22 PM Feb 2nd, 2012



**Natasha D G** RT **@skap5**: Efficiency vs. innovation is a false choice. More about tweaks vs. transformation. Both within innovation continuum. **#innochat** -12:22 PM Feb 2nd, 2012



**wbendle** A2 : Is Lean / Six Sigma a Tool? Or, are they philosophical operating approaches which are supported by tools? **#innochat** -12:22 PM Feb 2nd, 2012



**JohnWLewis** A2 As non-expert, SixSigma seems anti-innovation, whereas Lean seems pro-innovation. **#innochat** -12:22 PM Feb 2nd, 2012



**ovoinnovation** But are new resources used that way? **#innochat** RT **@DrewCM**: A2. I prefer to see Lean/ Six Sigma as tools that help free up RESOURCES -12:22 PM Feb 2nd, 2012



**berkshire ideas** **@DrewCM**: A2. I prefer to see Lean and Six Sigma as tools that help free up resources to explore more possibilities in innovation. **#innochat** -12:22 PM Feb 2nd, 2012



**skap5** Efficiency vs. innovation is a false choice. More about tweaks vs. transformation. Both within innovation continuum. **#innochat** -12:21 PM Feb 2nd, 2012



**CreativeSage** RT **@DrewCM**: I prefer to see Lean and Six Sigma as tools that help free up resources to explore more possibilities in innovation. **#innochat** -12:21 PM Feb 2nd, 2012



**reinventioninc** Per authors of "Abundance", tapping into transformational tech tools promises a better future for everyone **<http://t.co/AmcSpsS4>** **#innochat** -12:21 PM Feb 2nd, 2012



**KellyBurroughs** **@VolcadoDePila** why work with less if don't have to? don't



boundaries limit innovation? [#innochat](#) -12:21 PM Feb 2nd, 2012



[pamroes](#) RT [@Paul4innovating](#): I think while we have leaders 'fixated' on short term everything else suffers, mostly 'great innovation [#innochat](#) -12:21 PM Feb 2nd, 2012



[OBX\\_Harvey](#) [@Renee\\_Hopkins](#) If innovation is seen as a separate initiative instead of the company's core mission, there's trouble ahead. [#innochat](#) -12:21 PM Feb 2nd, 2012



[berkshire\\_ideas](#) And a maintenance mentality will never innovate. [#innochat](#) -12:21 PM Feb 2nd, 2012



[Natasha\\_D\\_G](#) Co need to know what innovation approach works best 4 their culture and prod. life cycle A2: [#innochat](#) -12:21 PM Feb 2nd, 2012



[JohnPMuldoon](#) RT [@DrewCM](#): A2. prefer to see Lean and Six Sigma as tools that help free up resources to explore more possibilities in innovation. [#innochat](#) -12:21 PM Feb 2nd, 2012



[Paul4innovating](#) I think while we have leaders 'fixated' on short term everything else suffers, mostly 'great innovation [#innochat](#) -12:21 PM Feb 2nd, 2012



[DrewCM](#) A2. I prefer to see Lean and Six Sigma as tools that help free up resources to explore more possibilities in innovation. [#innochat](#) -12:21 PM Feb 2nd, 2012



[StacyLeidwinger](#) A2: Ensure with new programs, retrospectives are held to ensure innovation outlets still exist [#innochat](#) -12:21 PM Feb 2nd, 2012



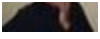
[pjmachado](#) A2 [#innovation](#) is a BIG boat... Plenty of room for ST/Marginal Efficiency & LT Transformational efforts-challenge is to 2 both [#innochat](#) -12:21 PM Feb 2nd, 2012



[CreativeSage](#) Agree, each situation and org. is unique. Need to find and sustain balance, always. [#innochat](#) -12:21 PM Feb 2nd, 2012




[ayanabaltrip](#) a fois: [@thechimera](#): Focus on efficiency can reward doing

 only what has been done, over and over, with little room for innovation.


**#innochat** -12:20 PM Feb 2nd, 2012

 **Gwen\_Ishmael** YEA!!!! RT **@VolcadoDePila**: A2: Such tools actually increase creativity by forcing ppl 2 work with less. Like pruning a tree.

**#innochat** -12:20 PM Feb 2nd, 2012

 **ovoinnovation** I like this - a "maintenance mentality" RT **@Gwen\_Ishmael**: A2 Not so much short term mentality as a maintenance mentality. **#innochat**


-12:20 PM Feb 2nd, 2012

 **thechimera** RT **@bmcdalt**: Do you think that innovation and efficiency can support each other in subsequent waves? **#innochat**


-12:20 PM Feb 2nd, 2012

 **InnovationFixer** RT **@Jabaldaia**: A2 Lean allows for greater openness to radical innovation Six Sigma covers up the need for disruption **#innochat**

-12:20 PM Feb 2nd, 2012

 **thechimera @bmcdalt** yes, people must be encouraged to ride both waves though. Experience hones the instinct to know when to use what. **#innochat**


-12:20 PM Feb 2nd, 2012

 **wbendle** A2: I think you need to balance flexibility in any process and execution. Rigidity in process can create inefficiency. **#innochat**


-12:20 PM Feb 2nd, 2012

 **SaveInnovation @sanchezjb @gwen\_ishmael @ovoinnovation** Agreed. it is easier to see your own processes versus seeing through eyes of the end-user. **#innochat**

-12:20 PM Feb 2nd, 2012

 **Renee\_Hopkins @OBX\_Harvey** I agree lean can be helpful. I wonder if it's not because co's segregate Lean and innovation too much? No common goal.

**#innochat** -12:20 PM Feb 2nd, 2012

 **DrewCM** A2. Depends on how you view Design for Six Sigma **<http://t.co/SNzmAlm>** **#innochat**

-12:20 PM Feb 2nd, 2012

 **JohnWLewis** Over-optimisation makes further development more difficult; this is well known in software. **#innochat**

-12:20 PM Feb 2nd, 2012

 **berkshire\_ideas** Has Apple and a few others created an appetite for



innovation that now we (most of them anyway) can't feed? [#innochat](#) -12:20

PM Feb 2nd, 2012



[InnovationFixer](#) It's not either/or, it's a Q of priorities. Mgt should decide if they want inno or not [#innochat](#) -12:20 PM Feb 2nd, 2012



[Gwen\\_Ishmael](#) A2 Not so much short term mentality as a maintenance mentality. [#innochat](#) -12:20 PM Feb 2nd, 2012



[bcoelho2000](#) Those efficiency tools are great for industrial biz where the focus is faster & cheaper. For innovation the focus is different. [#innochat](#)

-12:20 PM Feb 2nd, 2012



[VolcadoDePila](#) A2: Such tools actually increase creativity by forcing ppl 2 work with less. Like pruning a tree. [#innochat](#) -12:20 PM Feb 2nd, 2012



[Natasha\\_D\\_G](#) Lean & Six Sigma have benefits yet orgs must avoid creating in-balance btween managing risk & reward A2: [#innochat](#) -12:20 PM Feb 2nd, 2012



[CreativeSage](#) RT [@sanchezjb](#): [@ovoinnovation](#) Efficient systems can create [#innovation](#) blocks for those who arent able to see thru new eyes. [#innochat](#) -12:20 PM Feb 2nd, 2012



[pamroes](#) RT [@ovoinnovation](#): RT [@DrewCM](#): In pursuit of efficiency, no zealot lk a convert. Improvement specialists get process fixated. [#innochat](#)

-12:20 PM Feb 2nd, 2012



[Jabaldaia](#) A2 Lean allows for greater openness to radical innovation Six Sigma covers up the need for disruption [#innochat](#) -12:19 PM Feb 2nd, 2012



[InnovationFixer](#) RT [@StacyLeidwinger](#): A2: Every situation is different, don't have process 4 process sake [#innochat](#) -12:19 PM Feb 2nd, 2012



[CreativeSage](#) RT [@Gwen\\_Ishmael](#): Example: Old eyes - stage gate process is horizontal. New eyes - stage gate process can be vertical [#innovation](#) [#innochat](#) -12:19 PM Feb 2nd, 2012



**StacyLeidwinger** A2: Every situation is different, don't have process 4 process sake [#innochat](#) -12:19 PM Feb 2nd, 2012



**wbendle** A2 - Interesting tension... great question! I think there can be a risk of swinging too short term focused. [#innochat](#) -12:19 PM Feb 2nd, 2012



**ovoinnovation** RT [@sanchezjb](#): [@ovoinnovation](#) Efficient systems can create [#innovation](#) blocks for those who aren't able to see thru new eyes. [#innochat](#) -12:19 PM Feb 2nd, 2012



**InnovationFixer** RT [@ovoinnovation](#): RT [@DrewCM](#): In pursuit of efficiency, no zealot like a convert. Improvement specialists get process fixated. [#innochat](#) -12:19 PM Feb 2nd, 2012



**StacyLeidwinger** Yet orgs need to get past this RT [@OBX\\_Harvey](#): Customers can be barriers to big innovation too. They generally don't like change. [#innochat](#) -12:19 PM Feb 2nd, 2012



**berkshire\_ideas** A2: They may for some within org but they are probably not the innovative thinkers in the bunch anyway. [#innochat](#) -12:19 PM Feb 2nd, 2012



**Gwen\_Ishmael** Example: Old eyes - stage gate process is horizontal. New eyes - stage gate process can be vertical. [#innovation](#) [#innochat](#) -12:19 PM Feb 2nd, 2012



**Renee\_Hopkins** [@3DeeQuotes](#) We'll tweet a PDF archive later. [#innochat](#) -12:18 PM Feb 2nd, 2012



**CreativeSage** RT [@ovoinnovation](#): Q2: Do efficiency tools (Lean/Six Sigma/others) reinforce a short term mentality that limits innovation? [#innochat](#) -12:18 PM Feb 2nd, 2012



**OBX\_Harvey** Lean can sometimes be helpful. Too many cooks in most innovation projects. [#innochat](#) -12:18 PM Feb 2nd, 2012



**ovoinnovation** RT [@DrewCM](#): In pursuit of efficiency, there's no zealot like a convert. Improvement specialists become process fixated. [#innochat](#) -12:18 PM Feb 2nd, 2012



**CreativeSage** Sometimes you need to jump further to survive: RT



**@Paul4innovating: @skap5 @CreativeSage** Why only incremental to BMs  
**#innochat** -12:18 PM Feb 2nd, 2012



**InnovationFixer** A2 Yes. But often fault of senior mgt; they set priorities and expectations **#innochat** -12:18 PM Feb 2nd, 2012



**Sysparatem #innochat** it is possible to keep on doing the wrong thing with ever greater efficiency. Doing a new thing unlikely 2b immediately efficient  
-12:18 PM Feb 2nd, 2012



**JohnPMuldoon @ovoinnovation** A2 **@ericreis** of the **#leanstartup** would probably say no **#innochat** -12:18 PM Feb 2nd, 2012



**Paul4innovating @InnovationFixer** Understand **#innochat** -12:18 PM Feb 2nd, 2012



**thehealthmaven** good luck with that my friend! RT **@ovoinnovation: @skap5** Just herding the **#innochat** cats today. -12:18 PM Feb 2nd, 2012



**JohnWLEwis** RT **@ovoinnovation: @skap5** Just herding the **#innochat** cats today. // Quite effectively too! ;-)  
**#innochat** -12:18 PM Feb 2nd, 2012



**sanchezjb** MT **@gwen\_ishmael @ovoinnovation** Efficient systems can create **#innovation** blocks for those who aren't able to see thru new eyes.  
**#innochat** -12:18 PM Feb 2nd, 2012



**DrewCM** In pursuit of efficiency, there's no zealot like a convert. Improvement specialists become process fixated. Lose sight of strategy  
**#innochat** -12:18 PM Feb 2nd, 2012



**thechimera** RT **@Renee\_Hopkins**: Possible to approach efficiency innovatively, but most companies never do it that way, IMO **#innochat** -12:18 PM Feb 2nd, 2012



**Natasha\_D\_G** RT **@ovoinnovation**: Q2: Do efficiency tools (Lean/Six Sigma/others) reinforce a short term mentality that limits innovation?  
**#innochat** -12:18 PM Feb 2nd, 2012



**OBX\_Harvey** Customers can be barriers to big innovation too. They generally don't like change. [#innochat](#) -12:18 PM Feb 2nd, 2012



**3DeeQuotes** Missing [#innochat](#) this week..wish you all fun session.. Until next time! Great topic btw makes it tougher to miss it..Cheers! -12:18 PM Feb 2nd, 2012



**wbendle** A1: I think both - Lean Six Sigma and Innovation are customer centric processes. Addressing consumer needs and benefits. [#innochat](#) -12:18 PM Feb 2nd, 2012



**ovoinnovation** Question Two: Do efficiency tools (Lean/Six Sigma/others) reinforce a short term mentality that limits innovation? [#innochat](#) -12:17 PM Feb 2nd, 2012



**CreativeSage** RT [@DrewCM](#) RT [@pjmachado](#): A1- Barriers to BIG [#innovation](#) are cultural - agree with this [#innochat](#) -12:17 PM Feb 2nd, 2012



**pjmachado** A1 need to serve up [#innovation](#) as a spectrum & have various initiatives be part of the portfolio (ST/LT, Hi Risk, Lo Risk, etc) [#innochat](#) -12:17 PM Feb 2nd, 2012



**Paul4innovating** [@skap5](#) [@CreativeSage](#) Why only incremental to BM's [#innochat](#) -12:17 PM Feb 2nd, 2012



**thechimera** Focus on efficiency can reward doing only what has been done, over and over, with little room for innovation. [#innochat](#) -12:17 PM Feb 2nd, 2012



**berkshire\_ideas** An organization with no blocks will never innovate. Why bother? [#innochat](#) -12:17 PM Feb 2nd, 2012



**ovoinnovation** [@skap5](#) Just herding the [#innochat](#) cats today. -12:17 PM Feb 2nd, 2012



**JohnPMuldoon** RT [@CreativeSage](#): RT [@sanchezjb](#): At 3M, A Struggle Between Efficiency And [#Creativity](#) <http://t.co/ToUg1mdp> [#innovation](#) [#innochat](#) -12:17 PM Feb 2nd, 2012



**InnovationFixer** [@Paul4innovating](#) In the sense each project is different.



Nothing wrong w/ making process more efficient, but it's not prodn  
**#innochat** -12:16 PM Feb 2nd, 2012



**SaveInnovation** Internally focused innovation is easier for companies because they don't have to do the work of gathering customer insights.  
**#innochat** -12:16 PM Feb 2nd, 2012



**CreativeSage** RT **@sanchezjb**: At 3M, A Struggle Between Efficiency And  
**#Creativity** <http://t.co/ToUg1mdp> **#innovation #innochat** -12:16 PM Feb 2nd, 2012



**wbendle** RT **@DrewCM** RT **@pjmachado**: A1- Barriers to BIG **#innovation** are cultural - agree with this **#innochat** -12:16 PM Feb 2nd, 2012



**Gwen\_Ishmael @ovoinnovation** Yes, efficient systems can create **#innovation** blocks for those who aren't willing/able to see thru new eyes.  
**#innochat** -12:16 PM Feb 2nd, 2012



**ovoinnovation** Really **#innovative** companies aren't necessarily efficient, and efficient cos often not **#innovative**. Correlation? **#innochat** -12:16 PM Feb 2nd, 2012



**bmcdalt @DrewCM** Yes! Synthesis. **#innochat** -12:16 PM Feb 2nd, 2012



**Natasha\_D\_G** Or even speed bumps RT **@ovoinnovation**: Right - but do efficient systems create blocks? RT **@berkshire\_ideas**: **#innochat** -12:16 PM Feb 2nd, 2012



**CreativeSage** Yes! RT **@bcoelho2000**: Efficiency asks how we can do X better. Innovation asks why were doing X at all! **#innochat** -12:16 PM Feb 2nd, 2012



**berkshire\_ideas @ovoinnovation** I don't think "efficient" systems do. only inefficient systems. **#innochat** -12:16 PM Feb 2nd, 2012



**pamroes** RT **@OBX\_Harvey**: It is possible to innovate efficiently if you have the talent. look at all the entrepreneurs out there. **#innochat** -12:15 PM Feb 2nd, 2012



**ovoinnovation** RT **@bcoelho2000**: Efficiency asks how we can do X better.



Innovation asks why we're doing X at all! [#innochat](#) -12:15 PM Feb 2nd, 2012



[sanchezjb](#) At 3M, A Struggle Between Efficiency And Creativity <http://t.co/Wyro7AAH> [#Innochat](#) -12:15 PM Feb 2nd, 2012



[CreativeSage](#) RT [@skap5](#): Most company innovation efforts deliver incremental improvement to current business model, not new business models. [#innochat](#) -12:15 PM Feb 2nd, 2012



[DrewCM](#) RT [@pjmachado](#): A1- Barriers to BIG [#innovation](#) are cultural [#innochat](#) -12:15 PM Feb 2nd, 2012



[bmcdalt](#) RT [@DrewCM](#): It's a cycle, like respiration, between refining processes for efficiency, and exploring opportunities for growth. [#innochat](#) -12:15 PM Feb 2nd, 2012



[Gwen\\_Ishmael](#) You're such a dedicated Innocat! RT [@mattbrat1](#): Pardon my lurking from the Drs waiting room. [#innochat](#) -12:15 PM Feb 2nd, 2012



[bcoelho2000](#) Efficiency asks how we can do X better. Innovation asks why we're doing X at all! [#innochat](#) -12:15 PM Feb 2nd, 2012



[wbendle](#) [@JohnWLEwis](#) Look forward to your reaction... and input. [#innochat](#) -12:15 PM Feb 2nd, 2012



[StacyLeidwinger](#) Key is keep cycle moving RT [@DrewCM](#): It's a cycle, like respiration, betwn refining proc 4 efficiency, & exploring opps 4 grwth. [#innochat](#) -12:15 PM Feb 2nd, 2012



[DrewCM](#) [@mattbrat1](#) Lurk away. Hope you are not ill. [#innochat](#) -12:15 PM Feb 2nd, 2012



[berkshire\\_ideas](#) If an org can't innovate because they are being squeezed by "efficiency" then they are not trying hard enough. [#innochat](#) -12:15 PM Feb 2nd, 2012



[Paul4innovating](#) Rarely repeatable don't understands this? [#innochat](#) -12:15 PM Feb 2nd, 2012



**MrsRoadshow @ovoinnovation** Depends on whether there is a cut or create, eliminate or activate frame. No matter what, some can't not innovate. **#innochat** -12:15 PM Feb 2nd, 2012



**ovoinnovation** Right - but do efficient systems create blocks? RT **@berkshire\_ideas**: Innovation needs to happen regardless of systems in place. **#innochat** -12:15 PM Feb 2nd, 2012



**CreativeSage** RT **@JohnPMuldoon**: Six Sigma good or bad for **#innovation**? > Neutral. Containment & process on 1 hand but Innovation to get there **#innochat** -12:15 PM Feb 2nd, 2012



**Jabaldaia** RT **@candesfranco**: I think that innovation is about effectiveness, is putting ideas to work and to bring results **#innochat** -12:15 PM Feb 2nd, 2012



**pjmachado** A1- Barriers to BIG **#innovation** are cultural **#innochat** -12:14 PM Feb 2nd, 2012



**DrewCM** RT **@skap5**: Most company innovation efforts deliver incremental improvement to current business model, not new business models. **#innochat** -12:14 PM Feb 2nd, 2012



**mattbrat1** Pardon my lurking from the Dr's waiting room. **#innochat** -12:14 PM Feb 2nd, 2012



**CreativeSage** RT **@ovoinnovation**: RT **@InnovationFixer**: I like an efficient innovation process; rarely repeatable so Six Sigma tough to align **#innochat** -12:14 PM Feb 2nd, 2012



**berkshire\_ideas** Innovation needs to be able to happen regardless of the systems in place. **#innochat** -12:14 PM Feb 2nd, 2012



**JohnWLEwis @wbendle** Am interested to read your article. **#innochat** -12:14 PM Feb 2nd, 2012



**pjmachado** Hello **#innochat** A1 depends... Need to have process in place to do both - not an either or -12:14 PM Feb 2nd, 2012



**JohnPMuldoon @ovoinnovation**: Six Sigma good or bad for **#innovation**?



**#innochat** > Neutral. Containment & process on 1 hand but Innovation to get there -12:14 PM Feb 2nd, 2012



**ovoinnovation @skap5** Welcome Saul to **#innochat!** -12:14 PM Feb 2nd, 2012



**DrewCM** It's a cycle, like respiration, between refining processes for efficiency, and exploring opportunities for growth. **#innochat** -12:14 PM Feb 2nd, 2012



**Natasha D G** Indeed RT **@mattbrat1**: Laser focus can cause massive blind spots too **#innochat** -12:14 PM Feb 2nd, 2012



**Gwen Ishmael @candesfranco** Welcome! We've just started w Q1: Has the focus on efficiency and effectiveness created barriers to **#innovation?** **#innochat** -12:14 PM Feb 2nd, 2012



**OBX Harvey** But fundamental process doesn't have to be. RT **@InnovationFixer**: 6 Sigma bad for innovation; every project is different **#innochat** -12:13 PM Feb 2nd, 2012



**ovoinnovation** RT **@InnovationFixer**: I like an efficient innovation process; rarely repeatable so Six Sigma tough to align **#innochat** -12:13 PM Feb 2nd, 2012



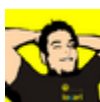
**skap5** Most company innovation efforts deliver incremental improvements to the current business model, not new business models. **#innochat** -12:13 PM Feb 2nd, 2012



**CreativeSage** Need dedicated team RT **@Paul4innovating**: We work in two parallel spaces-containment with efficiency and expansion with innovation **#innochat** -12:13 PM Feb 2nd, 2012



**wbendle** A1: If we believe that innovation is a process and that processes can in fact be improved... why wouldn't we want to improve it? **#innochat** -12:13 PM Feb 2nd, 2012



**candesfranco** I think that innovation is about effectiveness, is putting ideas to work and to bring results **#innochat** -12:13 PM Feb 2nd, 2012



**InnovationFixer** I like an efficient innovation process; rarely repeatable so



Six Sigma tough to align [#innochat](#) -12:13 PM Feb 2nd, 2012



**StacyLeidwinger** RT [@Gwen\\_Ishmael](#): Efficiency focus can change the [#innovation](#) landscape - reveal areas that were hidden or passed over before. [#innochat](#) -12:13 PM Feb 2nd, 2012



**mattbrat1** [@Natasha\\_D\\_G](#) Laser focus can cause massive blind spots too [#innochat](#) -12:13 PM Feb 2nd, 2012



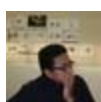
**Jabaldaia** RT [@Paul4innovating](#): Six sigma is good.....it proves something when you focus works [#innochat](#) -12:13 PM Feb 2nd, 2012



**bmcdalt** Do you think that innovation and efficiency can support each other in subsequent waves? [#innochat](#) -12:13 PM Feb 2nd, 2012



**KellyBurroughs** I would think tools break down some barriers to innovation, by simply increasing communication in general [#innochat](#) -12:13 PM Feb 2nd, 2012



**ayanabaltrip** Meant: "On the surface. . ." [#innochat](#) -12:13 PM Feb 2nd, 2012



**ovoinnovation** [@SaveInnovation](#) Please add the hashtag [#innochat](#) to your tweets to be part of the stream! -12:13 PM Feb 2nd, 2012



**MrsRoadshow** [@Gwen\\_Ishmael](#) Yes, that also. They become the barriers against which, in spite of which, because of which innovation comes to be. [#innochat](#) -12:13 PM Feb 2nd, 2012



**Natasha\_D\_G** Half dz of one 6 of the other! RT [@ovoinnovation](#): So, Six Sigma has raised it's head. Good or bad for [#innovation](#)? Why? [#innochat](#) -12:13 PM Feb 2nd, 2012



**DrewCM** RT [@Renee\\_Hopkins](#): Possible to approach efficiency innovatively, but most companies never do it that way, IMO [#innochat](#) -12:13 PM Feb 2nd, 2012



**InnovationFixer** [@ovoinnovation](#) Six Sigma bad for innovation; every project is different [#innochat](#) -12:13 PM Feb 2nd, 2012



**berkshire\_ideas** RT **@Gwen\_Ishmael**: Efficiency focus can change the **#innovation** landscape - reveal areas that were hidden or passed over before. **#innochat** -12:13 PM Feb 2nd, 2012



**re: reinventioninc** RT **@berkshire\_ideas**: If tools become barriers to innovation then good innovators will innovate around them. **#innochat** -12:13 PM Feb 2nd, 2012



**CreativeSage** RT **@ovoinnovation**: So, Six Sigma has raised its head. Good or bad for **#innovation**? Why? **#innochat** -12:12 PM Feb 2nd, 2012



**Paul4innovating** Six sigma is good.....it proves something when you focus works **#innochat** -12:12 PM Feb 2nd, 2012



**CreativeSage** RT **@wbendle**: A1: I think the spirit is all abt doing what u do better. I can't imagine innovation can ever be pure six sigma. **#innochat** -12:12 PM Feb 2nd, 2012



**Gwen\_Ishmael** Efficiency focus can change the **#innovation** landscape - reveal areas that were hidden or passed over before. **#innochat** -12:12 PM Feb 2nd, 2012



**Renee\_Hopkins** I \*so\* agree! RT **@Paul4innovating**: We work in two parallel spaces- containment with efficiency and expansion with innovation **#innochat** -12:12 PM Feb 2nd, 2012



**ovoinnovation** So, Six Sigma has raised it's head. Good or bad for **#innovation**? Why? **#innochat** -12:12 PM Feb 2nd, 2012



**wbendle** A1: Believe it or not, I have an article today on Brainzooming about this topic! <http://t.co/RJYGEjMA> Continuous Innovation **#innochat** -12:12 PM Feb 2nd, 2012



**Renee\_Hopkins** Agree RT **@Gwen\_Ishmael**: RT **@berkshire\_ideas** If tools become barriers to innovation then good innovators will innovate around them. **#innochat** -12:12 PM Feb 2nd, 2012



**StacyLeidwinger** RT **@Renee\_Hopkins**: Possible to approach efficiency innovatively, but most companies never do it that way, IMO **#innochat** -12:12 PM Feb 2nd, 2012



**CreativeSage** RT **@Gwen\_Ishmael**: RT **@berkshire\_ideas**: If tools become barriers to innovation then good innovators will innovate around them. **#innochat** -12:12 PM Feb 2nd, 2012



**StacyLeidwinger** RT **@wbendle**: A1: I think the spirit is all abt doing what u do better. I can't imagine innovation can ever be pure six sigma. **#innochat** -12:11 PM Feb 2nd, 2012



**Jabaldaia** **@JohnWLewis** It is a big difference! :- ) **#innochat** -12:11 PM Feb 2nd, 2012



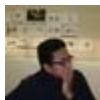
**InnovationFixer** RT **@Paul4innovating**: We work in two parallel spaces- containment with efficiency and expansion with innovation **#innochat** -12:11 PM Feb 2nd, 2012



**Renee\_Hopkins** Possible to approach efficiency innovatively, but most companies never do it that way, IMO **#innochat** -12:11 PM Feb 2nd, 2012



**OBX\_Harvey** It is possible to innovate efficiently if you have the talent. look at all the entrepreneurs out there. **#innochat** -12:11 PM Feb 2nd, 2012



**ayanabaltrip** **@Renee\_Hopkins** A1: On the service yes. Challenge is to build in innovation at the start of the process. **#innochat** -12:11 PM Feb 2nd, 2012



**ovoinnovation** **@candesfranco** Welcome, join in **#innochat** -12:11 PM Feb 2nd, 2012



**Gwen\_Ishmael** RT **@berkshire\_ideas**: If tools become barriers to innovation then good innovators will innovate around them. **#innochat** -12:11 PM Feb 2nd, 2012



**CreativeSage** A crucial difference: RT **@JohnWLewis**: A1 I agree with **@Jabaldaia**: focus on efficiency is a barrier, focus on effectiveness is not. **#innochat** -12:11 PM Feb 2nd, 2012



**Paul4innovating** We work in two parallel spaces- containment with efficiency and expansion with innovation **#innochat** -12:11 PM Feb 2nd, 2012



**InnovationFixer** **@berkshire\_ideas** I meant just cutting costs and being



efficient makes it difficult to grow top line unless compete 100% on price  
**#innochat** -12:11 PM Feb 2nd, 2012



**ovoinnovation** Like this - perhaps "managers" block thinking? RT  
**@OBX\_Harvey**: managing is usually about efficiency, directing is about  
 growth. **#innochat** -12:11 PM Feb 2nd, 2012



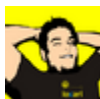
**DrewCM @berkshire\_ideas** If by cut, you mean stop doing things to make  
 room for the new - I wholeheartedly agree. **#innochat** -12:11 PM Feb 2nd, 2012



**CreativeSage** RT **@InnovationFixer**: **@ovoinnovation** Efficiency tools  
 usually lead to ST (quarterly) targets; rarely compatible with innovation  
**#innochat** -12:11 PM Feb 2nd, 2012



**pamroes** RT **@OBX\_Harvey**: A1: Efficiency and maximizing profit. makes it  
 tough for business units to take new products into their P&L. **#innochat** -12:11  
 PM Feb 2nd, 2012



**candesfranco** Hello everybody!! this is my first **#innochat**. My name is  
 Carlos, from Colombia, I am Consultant. Very interesting conversation -12:11 PM  
 Feb 2nd, 2012



**berkshire\_ideas** If tools become barriers to innovation then good innovators  
 will innovate around them. **#innochat** -12:10 PM Feb 2nd, 2012



**Gwen\_Ishmael** A1 Efficiency as stimulus: Fast Co highlights a SW  
**#innovation** designed to help cos reduce their paper use [http://t.co](http://t.co/st5h7jvG)  
[/st5h7jvG](http://t.co/st5h7jvG) **#innochat** -12:10 PM Feb 2nd, 2012



**pamroes** Def of efficiency is - RT **@Renee\_Hopkins**: RT **@ovoinnovation**:  
 1st question: Has focus on efficiency created barriers 4 **#innovation**?  
**#innochat** -12:10 PM Feb 2nd, 2012



**wbendle** A1: I think the spirit is all about doing what you do better. I cannot  
 imagine that innovation can ever be pure six sigma. **#innochat** -12:10 PM Feb  
 2nd, 2012



**OBX\_Harvey** managing is usually about efficiency, directing is about growth.  
**#innochat** -12:10 PM Feb 2nd, 2012



**JohnWLewis** A1 I agree with **@Jabaldaia**: focus on efficiency is a barrier,



focus on effectiveness is not. [#innochat](#) -12:10 PM Feb 2nd, 2012



[CreativeSage](#) RT [@DrewCM](#): The pendulum has swung too far to cost reduction. If you only improve what you do now, theres no room for the new [#innochat](#) -12:10 PM Feb 2nd, 2012



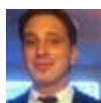
[DrewCM](#) RT [@InnovationFixer](#): Companies cant cut their way to growth<yes, and Kodak perhaps exemplifies that approach. [#innochat](#) -12:10 PM Feb 2nd, 2012



[InnovationFixer](#) [@ovoinnovation](#) Efficiency tools usually lead to ST (quarterly) targets; rarely compatible with innovation [#innochat](#) -12:10 PM Feb 2nd, 2012



[StacyLeidwinger](#) RT [@CreativeSage](#): RT [@InnovationFixer](#): Companies cant cut their way to growth [#innochat](#) -12:10 PM Feb 2nd, 2012



[DevelopingZack](#) [@ovoinnovation](#) it certainly opened doors to innovation in efficiency [#innochat](#) [@Gwen\\_Ishmael](#) [@DrewCM](#) [@pamrose](#) [@innovationfixer](#) -12:10 PM Feb 2nd, 2012



[CreativeSage](#) RT [@ovoinnovation](#): Can tools/methods meant to drive efficiency create mental or financial barriers to [#innovation?](#) [#innochat](#) -12:10 PM Feb 2nd, 2012



[Natasha\\_D\\_G](#) Mental RT [@ovoinnovation](#): Can tools/methods meant to drive efficiency create mental or financial barriers to [#innovation?](#) [#innochat](#) -12:09 PM Feb 2nd, 2012



[Paul4innovating](#) why is it this bandwidth is on efficiency? This is not the place for growth and weath creation but bonus preservation perhaps? [#innochat](#) -12:09 PM Feb 2nd, 2012



[berkshire\\_ideas](#) [@InnovationFixer](#) Companies often HAVE to cut their way to innovation. [#innochat](#) -12:09 PM Feb 2nd, 2012



[judymartin8](#) RT [@CreativeSage](#): [.@ovoinnovation](#) ..We need structure & process for [#innovation](#) but sometimes system of an org. needs innovating. [#innochat](#) -12:09 PM Feb 2nd, 2012



**CreativeSage** RT **@InnovationFixer**: Companies cant cut their way to growth **#innochat** -12:09 PM Feb 2nd, 2012



**ovoinnovation** RT **@DrewCM**: The pendulum has swung too far to cost reduction. If you only improve what you do now, there's no room for the new **#innochat** -12:09 PM Feb 2nd, 2012



**CreativeSage** RT **@ovoinnovation**: RT **@Natasha\_D\_G**: Laser focus on efficiency will result in an innovation deficit & eventual demise of a co. **#innochat** -12:09 PM Feb 2nd, 2012



**ovoinnovation** Can tools/methods meant to drive efficiency create mental or financial barriers to **#innovation?** **#innochat** -12:09 PM Feb 2nd, 2012



**StacyLeidwinger** A1: Efficiency can help turn innovative ideas into actionable projects 2 drive greater innovation **#innochat** -12:09 PM Feb 2nd, 2012



**DrewCM** A1. (cont'd) The pendulum has swung too far to cost reduction. If you only improve what you do now, there's no room for the new **#innochat** -12:09 PM Feb 2nd, 2012



**JohnWLewis** RT **@Jabaldaia**: A1 efficiency creates more barriers that focus on effectiveness. The search 4 effectiveness cn lead 2 innovation **#innochat** -12:09 PM Feb 2nd, 2012



**CreativeSage** **@ovoinnovation** ..We need structure & process for **#innovation** but sometimes the very system of an org. needs innovating. **#innochat** -12:09 PM Feb 2nd, 2012



**StacyLeidwinger** RT **@InnovationFixer**: Key is if efficiency focus takes up mgt bandwidth so not enough time given to strategy and growth **#innochat** -12:09 PM Feb 2nd, 2012



**wbundle** Hi all! Woody here from KC... sounds like a topic for me! **#innochat** -12:09 PM Feb 2nd, 2012



**InnovationFixer** Companies can't cut their way to growth **#innochat** -12:09 PM Feb 2nd, 2012



**Natasha\_D\_G** RT **@sanchezjb**: A1 Innovation-focused activities may not



produce quick improvements in efficiency & effectiveness. Keep separate.  
**#innochat** -12:08 PM Feb 2nd, 2012



**ovoinnovation** RT **@InnovationFixer**: Key is if efficiency focus takes up mgt bandwidth so not enough time given to strategy and growth **#innochat**  
 -12:08 PM Feb 2nd, 2012



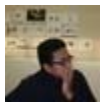
**InnovationFixer** Key is if efficiency focus takes up mgt bandwidth so not enough time given to strategy and growth **#innochat** -12:08 PM Feb 2nd, 2012



**pamroes** So nice meeting U 2! **@DrewCM**, Principal w/ Primed Associates -Focus on innovation culture. Had a great coffee chat w/ **@pamroes** .  
**#innochat** -12:08 PM Feb 2nd, 2012



**ovoinnovation** RT **@Natasha\_D\_G**: Laser focus on efficiency will result in an innovation deficit & eventual demise of a co. **#innochat** -12:08 PM Feb 2nd, 2012



**ayanabaltrip @blogbrevity** I'll more than likely miss **#innochat** too. Prepping for class. Thx for the chat! -12:08 PM Feb 2nd, 2012



**Natasha\_D\_G** Laser focus on efficiency will result in an innovation deficit & eventual demise of a co. **#innochat** -12:08 PM Feb 2nd, 2012



**Jabaldaia** A1 efficiency creates more barriers that focus on effectiveness. The search 4 effectiveness (results) cn lead 2 innovation **#innochat** -12:08 PM Feb 2nd, 2012



**ovoinnovation** Good point - but what about disruptive? RT **@JohnPMuldoon**: **#innochat** Not necessarily. Kaizen for example can spur incremental **#innovation** -12:08 PM Feb 2nd, 2012



**Sysparatem @Renee\_Hopkins #innochat** agree, almost always the same metrics are applied to measure innovation success as BAU -12:08 PM Feb 2nd, 2012



**JohnWLewis @Gwen\_Ishmael** Chilly -5C here, forecast -7C to -12C tomorrow. ;-) **#innochat** -12:08 PM Feb 2nd, 2012



**sanchezjb** A1 Innovation-focused activities may not produce quick improvements in efficiency & effectiveness. Keep separate. **#innochat** -12:08



PM Feb 2nd, 2012



**DrewCM** A1. Yes. The focus on efficiency means that excess capacity (i.e. waste) is being eliminated which could be used to innovate. [#innochat](#) -12:08

PM Feb 2nd, 2012



**OBX\_Harvey** A1; if a director is only rewarded for ST profit, they see innov as expense, it gets neglected [#innochat](#) -12:07 PM Feb 2nd, 2012



**StacyLeidwinger** A1: Can help if time is allotted for innovation & programs created for sharing new ideas [#innochat](#) -12:07 PM Feb 2nd, 2012



**CreativeSage** [@ovoinnovation](#) Yes, new ideas are first seen through lens of efficiency rather than creative flow & vetting of diff. approaches.

[#innochat](#) -12:07 PM Feb 2nd, 2012



**Paul4innovating** You need to balance what you have with what you need [#innochat](#) -12:07 PM Feb 2nd, 2012



**JohnPMuldoon** [#innochat](#) Not necessarily. Kaizen for example can spur incremental [#innovation](#) -12:07 PM Feb 2nd, 2012



**K\_Festival** [@Renee\\_Hopkins](#) I think we tend to have too much structure and process in the front end [#Innovation](#) it has to be flexible [#innochat](#)

-12:07 PM Feb 2nd, 2012



**ovoinnovation** No slack in the system. RT [@Paul4innovating](#): When you are lean and mean, you offer no space for innovation to breath [#innochat](#)

-12:07 PM Feb 2nd, 2012



**Natasha\_D\_G** Efficient innovation seem like oxymoron | Innovation implies exhausting all options to ID best solution [#innochat](#) -12:07 PM Feb 2nd, 2012



**berkshire\_ideas** A1 a focus on efficiency should inspire innovation. Isn't that the point? Improvement? [#innochat](#) -12:07 PM Feb 2nd, 2012



**Paul4innovating** When you are lean and mean, you offer no space for innovation to breath [#innochat](#) -12:07 PM Feb 2nd, 2012



**Gwen\_Ishmael** A1 Barriers are in the eye of the beholder. Sometimes efficiency can = **#innovation** stimulus. **#innochat** -12:07 PM Feb 2nd, 2012



**InnovationFixer** Focus on efficiency can suppress radical innovation; if done right, can help incremental inno **#innochat** -12:07 PM Feb 2nd, 2012



**ovoinnovation** **@Renee\_Hopkins** More please? **#innochat** -12:07 PM Feb 2nd, 2012



**Renee\_Hopkins** A1 - I would say, yes. I've seen it firsthand at several employers. **#innochat** -12:06 PM Feb 2nd, 2012



**ovoinnovation** RT **@OBX\_Harvey**: A1: Efficiency and maximizing profit. makes it tough for business units to take new products into their P&L. **#innochat** -12:06 PM Feb 2nd, 2012



**Jabaldaia** RT **@ovoinnovation**: First question: Has a focus on efficiency created barriers for **#innovation?** **#innochat** -12:06 PM Feb 2nd, 2012



**ovoinnovation** RT **@StacyLeidwinger**: A1: Sometimes if no room for free flowing ideas or outside voices to contribute **#innochat** -12:06 PM Feb 2nd, 2012



**DrewCM** RT **@ovoinnovation**: First question: Has a focus on efficiency created barriers for **#innovation?** **#innochat** -12:06 PM Feb 2nd, 2012



**OBX\_Harvey** A1: Efficiency and maximizing profit. makes it tough for business units to take new products into their P&L. **#innochat** -12:06 PM Feb 2nd, 2012



**StacyLeidwinger** A1: Sometimes if no room for free flowing ideas or outside voices to contribute **#innochat** -12:06 PM Feb 2nd, 2012



**Renee\_Hopkins** RT **@ovoinnovation**: First question: Has a focus on efficiency created barriers for **#innovation?** **#innochat** -12:06 PM Feb 2nd, 2012



**Natasha\_D\_G** RT **@ovoinnovation**: First question: Has a focus on



efficiency created barriers for [#innovation?](#) [#innochat](#) -12:06 PM Feb 2nd, 2012



**CreativeSage** RT [@ovoinnovation](#): First question: Has a focus on efficiency created barriers for [#innovation?](#) [#innochat](#) -12:06 PM Feb 2nd, 2012



**Paul4innovating** Not barriers just a chronic inability to liberate those souls who want to do innovation [#innochat](#) -12:06 PM Feb 2nd, 2012



**Jabaldaia** Hello! RT [@DrewCM](#): [@StacyLeidwinger](#) [@Jabaldaia](#) [@Renee\\_Hopkins](#) [@Gwen\\_Ishmael](#) [@Natasha\\_D\\_G](#) [@JohnWLewis](#)  
Hello there! [#innochat](#) -12:06 PM Feb 2nd, 2012



**DrewCM** [@StacyLeidwinger](#) [@Jabaldaia](#) [@Renee\\_Hopkins](#) [@Gwen\\_Ishmael](#) [@Natasha\\_D\\_G](#) [@JohnWLewis](#) Hello there! [#innochat](#)  
-12:06 PM Feb 2nd, 2012



**4byoung** RT [@Renee\\_Hopkins](#): Today's chat: Balancing Efficiency & Innovation with [@ovoinnovation](#) - framing post here: <http://t.co/SIhLjeV0> [#innochat](#) -12:06 PM Feb 2nd, 2012



**ovoinnovation** [@InnovationFixer](#) Good to see you! [#innochat](#) -12:06 PM Feb 2nd, 2012



**Jabaldaia** [@Natasha\\_D\\_G](#) Allo!! :- ) [#innochat](#) -12:05 PM Feb 2nd, 2012



**StacyLeidwinger** RT [@ovoinnovation](#): First question: Has a focus on efficiency created barriers for [#innovation?](#) [#innochat](#) -12:05 PM Feb 2nd, 2012



**thehealthmaven** [@DrewCM](#) Darn! well, I'm going to have to figure out how to get a dose of Drew! [#innochat](#) -12:05 PM Feb 2nd, 2012



**Natasha\_D\_G** Allooo gentlemen! [@sanchezjb](#) [@Jabaldaia](#) [#innochat](#) -12:05 PM Feb 2nd, 2012



**ovoinnovation** First question: Has a focus on efficiency created barriers for [#innovation?](#) [#innochat](#) -12:05 PM Feb 2nd, 2012



**Gwen Ishmael @JohnWLewis** Awww... 70 degrees and sunny here. But I'll want to be where you are mid-summer... [#innochat](#) -12:05 PM Feb 2nd, 2012



**Renee Hopkins @ovoinnovation** Ah, you ARE good! I'll let you ask the q's from now on! [#innochat](#) -12:05 PM Feb 2nd, 2012



**ovoinnovation** Welcome, everyone to [#innochat](#). -12:05 PM Feb 2nd, 2012



**CreativeSage** RT **@ovoinnovation**: OK, lets get started. Were talking today about the balance between efficiency and [#innovation](#) [#innochat](#) -12:05 PM Feb 2nd, 2012



**NewVictory** States are mulling the idea of a "creativity index." How can you rate creativity? <http://t.co/SGKF6Tzh> [#edreform](#) [#innochat](#) -12:05 PM Feb 2nd, 2012



**Renee Hopkins** Since we're being relentless, let's get right to Q1: Has the focus on efficiency and effectiveness created barriers to innovation? [#innochat](#) -12:05 PM Feb 2nd, 2012



**Natasha D G** Hiiii Lea Miaaa! How are you?!? RT **@thehealthmaven**: **@Natasha D G** ooh! hi there! [#innochat](#) -12:04 PM Feb 2nd, 2012



**InnovationFixer** Good afternoon to all the innocats, looking forward to **@ovoinnovation** leading us today [#innochat](#) -12:04 PM Feb 2nd, 2012



**4byoung** Is it 12 EST already? Time for a great chat on innovation. [#innochat](#) -12:04 PM Feb 2nd, 2012



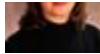
**Jabaldaia @thehealthmaven** Hi! Good to see you again! :- ) [#innochat](#) -12:04 PM Feb 2nd, 2012



**ovoinnovation** OK, let's get started. We're talking today about the balance between efficiency and [#innovation](#) [#innochat](#) -12:04 PM Feb 2nd, 2012



**thehealthmaven @Natasha D G** ooh! hi there! [#innochat](#) -12:04 PM Feb 2nd,



2012



**DrewCM @thehealthmaven** How are you? Too long since we chatted in person. [#innochat](#) -12:04 PM Feb 2nd, 2012



**JohnWLewis** Hello innocats, John W Lewis in bright, cold and snowy SW England. [#innochat](#) -12:04 PM Feb 2nd, 2012



**sanchezjb** Jumping on the [#innochat](#) school bus! -12:04 PM Feb 2nd, 2012



**ovoinnovation** Balance between innovation & Efficiency RT [@berkshire\\_ideas](#): [@ovoinnovation](#) What have you got in store for us today? [#innochat](#) -12:04 PM Feb 2nd, 2012



**CreativeSage** Waving to relentless innocats! RT [@ovoinnovation](#): No coasting - we're relentless today (and every [#innochat](#)) [#innochat](#) -12:04 PM Feb 2nd, 2012



**DrewCM** RT [@thehealthmaven](#): [@DrewCM](#) next Princeton Ignite? <Not sure. Looks like there is more energy for one in GIW in September [#innochat](#) -12:04 PM Feb 2nd, 2012



**Renee\_Hopkins** Ha! True enough! RT [@ovoinnovation](#): No coasting - were relentless today (and every [#innochat](#)) [#innochat](#) -12:03 PM Feb 2nd, 2012



**Natasha\_D\_G** Hi All! RT [@Gwen\\_Ishmael](#): [@ovoinnovation](#) [@berkshire\\_ideas](#) [@Paul4innovating](#) [@DrewCM](#) [@OBX\\_Harvey](#) [@Renee\\_Hopkins](#) [@thehealthmaven](#) [#innochat](#) -12:03 PM Feb 2nd, 2012



**Paul4innovating** Rad meat only please Jeffrey [#innochat](#) -12:03 PM Feb 2nd, 2012



**thehealthmaven** [@Jabaldaia](#) [@Renee\\_Hopkins](#) hi there! [#innochat](#) -12:03 PM Feb 2nd, 2012



**StacyLeidwinger** Hi All! Stacy Leidwinger Sr. Dir ProdMgmt with [@Vivisimo\\_inc](#) ready for the convo! [#Innochat](#) -12:03 PM Feb 2nd, 2012



**ovoinnovation** No coasting - we're relentless today (and every **#innochat**)

-12:03 PM Feb 2nd, 2012



**Renee Hopkins** Hello and welcome to all the innocats! **#innochat** -12:03 PM

Feb 2nd, 2012



**Gwen Ishmael @ovoinnovation @berkshire\_ideas @Paul4innovating @DrewCM @StacyLeidwinger @OBX\_Harvey @Renee\_Hopkins @thehealthmaven** Howdy! **#innochat** -12:02 PM Feb 2nd, 2012



**Paul4innovating @berkshire\_ideas** well this is a good rehab if its not been a while **#innochat** -12:02 PM Feb 2nd, 2012



**thehealthmaven @DrewCM** next Princeton Ignite? **#innochat** -12:02 PM Feb

2nd, 2012



**Renee Hopkins @berkshire\_ideas** Nice to see you again! **#innochat** -12:02

PM Feb 2nd, 2012



**DrewCM** RT **@Paul4innovating: @DrewCM** lets us all off the hook, keeps the pressure on JP < Absolutely! I'm just going to coast along. :) **#innochat**

-12:02 PM Feb 2nd, 2012



**Jabaldaia @berkshire\_ideas** Really? Welcome! :- ) **#innochat** -12:02 PM Feb

2nd, 2012



**K Festival** I'm ready! **#innochat** -12:02 PM Feb 2nd, 2012



**ovoinnovation** Hello **@berkshire\_ideas @stacyLeidwinger** welcome to today's **#innochat** -12:02 PM Feb 2nd, 2012



**thehealthmaven @CreativeSage @ovoinnovation @DrewCM@Gwen\_Ishmael** always so good to see innocats **#innochat**

-12:02 PM Feb 2nd, 2012



**Gwen Ishmael** Hi, all! Gwen Ishmael, SVP **#Insights & #Innovation**



**@DecisionAnalyst** in DFW. Gorgeous day here! **#innochat** -12:01 PM Feb 2nd, 2012



**ovoinnovation @Jabaldaia** Welcome Jose to **#innochat** -12:01 PM Feb 2nd, 2012



**berkshire\_ideas** My first **#innochat** in a while. Hello all. -12:01 PM Feb 2nd, 2012



**Paul4innovating @DrewCM** lets us all off the hook, keeps the pressure on JP **#innochat** -12:01 PM Feb 2nd, 2012



**DrewCM** Drew Marshall here. Principal w/ Primed Associates. Focus on innovation culture. Had a great coffee chat w/ **@pamroes** this AM. **#innochat** -12:01 PM Feb 2nd, 2012



**StacyLeidwinger** Hi Drew and all! RT **@DrewCM**: Hello there! Looking forward to **@ovoinnovation** leading our chat today on innovation & efficiency. **#innochat** -12:01 PM Feb 2nd, 2012



**OBX\_Harvey** Hello innocats **#innochat** -12:01 PM Feb 2nd, 2012



**ovoinnovation** Welcome **@creativesage @drewcm @obx\_harvey** to **#innochat** -12:01 PM Feb 2nd, 2012



**Jabaldaia** Hello! **@ovoinnovation** Good afternoon! I'm Jose from Portugal. I'm a consultant **#innochat** -12:01 PM Feb 2nd, 2012



**Renee\_Hopkins** Welcome to **#innochat** on Balancing Efficiency and Innovation with our guest **@ovoinnovation** - framing post here: **<http://t.co/j6nSF7WP>** -12:01 PM Feb 2nd, 2012



**JohnPMuldoon #innochat** Hi from Ireland -12:01 PM Feb 2nd, 2012



**OBX\_Harvey** Harvey Briggs from the balmy shores of Lake Michigan in Wisconsin. [#innochat](#) -12:01 PM Feb 2nd, 2012



**CreativeSage** Cathryn Hrudicka - <http://t.co/xlg9uhby> [#Innovation](#) / transitions consultant & exec [#coach](#) + [#socialmedia](#) strategist & [#author](#) [#innochat](#) -12:00 PM Feb 2nd, 2012



**ovoinnovation** [@Sysparatem](#) [@paul4innovating](#) Welcome to [#innochat](#) -12:00 PM Feb 2nd, 2012



**TomAsacker** RT [@theChrisDolan](#): Is Bill Belichick a Design Thinker? <http://t.co/6XbQd5QB> [#innovation](#) [#superbowl](#) [#patriots](#) [#giants](#) [#nfl](#) [#innochat](#) [#HBRchat](#) -12:00 PM Feb 2nd, 2012



**DrewCM** Hello there! Looking forward to [@ovoinnovation](#) leading our chat today on innovation & efficiency. [#innochat](#) -12:00 PM Feb 2nd, 2012



**Paul4innovating** My early greeting from Paul, in snowy Switzerland, to one and all, enjoy the [#innochat](#), lets be relentless and no Business As Usual please -12:00 PM Feb 2nd, 2012



**Sysparatem** [#innochat](#) Hi from freezing Wales -12:00 PM Feb 2nd, 2012



**ovoinnovation** Come on in for the next session of [#innochat](#). Please gather and introduce yourselves. -12:00 PM Feb 2nd, 2012



**Gwen\_Ishmael** RT [@CreativeSage](#): RT [@ovoinnovation](#): 1 minute to [#innochat](#) our weekly [#innovation](#) interaction. <http://t.co/eO2dnGoV> [#innochat](#) -12:00 PM Feb 2nd, 2012



**CreativeSage** RT [@ovoinnovation](#): 1 minute to [#innochat](#) our weekly [#innovation](#) interaction. Clock is ticking people! <http://t.co/mFxs7Cq> [#innochat](#) -11:59 AM Feb 2nd, 2012



**Paul4innovating** [@mattbrat1](#) Keep reading to the end.....be relentless [#innochat](#) -11:58 AM Feb 2nd, 2012



**mattbrat1** Dr's appt today, sorry to miss [#innochat](#). Am still reading



**@ovoinnovation**'s book: <http://t.co/7zydZjwX> -11:58 AM Feb 2nd, 2012



**Paul4innovating** Firstly greeting from Paul, in snowy Switzerland to one and all, enjoy the **#innochat** -11:58 AM Feb 2nd, 2012



**Natasha\_D\_G** RT **@Jabaldaia**: Five minute countdown to **#innochat** our weekly **#innovation** interaction. Clock is ticking people! <http://t.co/X1XFGWHH> -11:56 AM Feb 2nd, 2012



**blogbrevity** **@ayanabaltrip** Sorry to miss **#innochat** today. Have to run. Enjoy :) -11:56 AM Feb 2nd, 2012



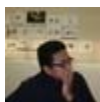
**thehealthmaven** RT **@ovoinnovation**: Five minute countdown to **#innochat** our weekly **#innovation** interaction. Clock is ticking people! <http://t.co/5V8gAh4I> -11:56 AM Feb 2nd, 2012



**Jabaldaia** RT **@ovoinnovation**: Five minute countdown to **#innochat** our weekly **#innovation** interaction. Clock is ticking people! <http://t.co/AiEGR8z8> -11:55 AM Feb 2nd, 2012



**ovoinnovation** Five minute countdown to **#innochat** our weekly **#innovation** interaction. Clock is ticking people! <http://t.co/5V8gAh4I> -11:55 AM Feb 2nd, 2012



**ayanabaltrip** **@blogbrevity** **@tumblr** Thinking: how to keep the arena open for the cultivation of **#creativity** & **#innovation** **#innochat** -11:54 AM Feb 2nd, 2012



**Renee\_Hopkins** **@dnahinga** Thanks for RT and greetings! Hope to catch you later. **#innochat** -11:47 AM Feb 2nd, 2012



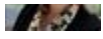
**dnahinga** **@Renee\_Hopkins** Greetings. Will catch-up later. Must attend to some matters today. Enjoy **#innochat** Hope to look at .pdf later -11:47 AM Feb 2nd, 2012



**dnahinga** RT **@Renee\_Hopkins**: **#innochat** folks, here's link to a PDF archive of last week's chat, Rethinking **#Innovation** and **#Collaboration** - <http://t.co/GTk41LkT> -11:45 AM Feb 2nd, 2012



**Renee\_Hopkins** **#innochat** folks, here's link to a PDF archive of last week's chat, Rethinking **#Innovation** and **#Collaboration** - <http://t.co>



**/GTk41LkT** -11:45 AM Feb 2nd, 2012



**theChrisDolan** Is Bill Belichick a Design Thinker? <http://t.co/6XbQd5QB>  
**#innovation #superbowl #patriots #giants #nfl #innochat #HBRchat**

-11:42 AM Feb 2nd, 2012



**ayanabaltrip @blogbrevity @tumblr** I think soc. med. celebrates  
**#innovation/ #creativity**. Q: Can these be bought however? **#innochat**  
**#in #fb**

-11:34 AM Feb 2nd, 2012



**Jabaldaia** RT **@Renee\_Hopkins**: Join us 2day! noon ET—guest  
**@ovoinnovation** on Balancing Innovation & Efficiency <http://t.co/gXebEgvc>  
> at **#innochat**

-11:20 AM Feb 2nd, 2012



**Gwen\_Ishmael** Okay **@pstann** - you gotta explain that one. :) **#innochat**

-11:19 AM Feb 2nd, 2012



**pstann #innochat** 'I don't want innovation. You're not smarter than your  
competitor. Just copy what they do and do it until you get their numbers.'"

-11:11 AM Feb 2nd, 2012



**Gwen\_Ishmael @ovoinnovation** Looking fwd to your **#Innochat**  
discussion re: Balancing **#Innovation** & Efficiency <http://t.co/VY8JH1fi>  
TODAY 12pET

-11:05 AM Feb 2nd, 2012



**OBX\_Harvey** My View From The Shore: Right. Now. <http://t.co/tZZNwS7I>  
**#socialmedia #innochat #innovation #marketing**

-10:53 AM

Feb 2nd, 2012



**markmondry** Agile in the office - What, you still have sit-down meetings?  
**#innovation #innochat** <http://t.co/kwRjgDsx>

-10:44 AM Feb 2nd, 2012



**yyazrina** RT **@GrahamHill**: Fast Company shows that Innovation CAN be  
managed. <http://t.co/bVLCxaXu> Indeed, it MUST be managed.

**#servicedesign #innochat** -10:29 AM Feb 2nd, 2012



**AndreaMeyer** RT **@renee\_hopkins**: This week's **#Collaborative**  
**#Innovation** newsletter is out! **@Collablno #innochat** <http://t.co/IfJDio6f>

-10:27 AM Feb 2nd, 2012



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**Renee\_Hopkins** This week's **#Collaborative #Innovation** newsletter is out! **@collabinno #innochat <http://t.co/hmd667R8>** -10:09 AM Feb 2nd, 2012



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**KellyBurroughs** RT **@Renee\_Hopkins** Join us TODAY! noon ET—guest **@ovoinnovation** on Balancing Innovation & Efficiency [tinyurl.com/858dv47](http://tinyurl.com/858dv47) at **#innochat** -10:08 AM Feb 2nd, 2012



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**Renee\_Hopkins** Join us TODAY! noon ET—guest **@ovoinnovation** on Balancing Innovation & Efficiency **<http://t.co/eSZnvHUA>** >at **#innochat** - pls rt! -9:57 AM Feb 2nd, 2012