"The Innovation Journey: You can't control it, but you can learn to maneuver it."
Prof. Andrew H. Van de Ven, Carlson School of Management, Univ. of Minnesota

Our Minnesota Innovation Research Program and other studies have found that a common set of issues are encountered while the innovation journey unfolds in the development of a wide variety of new technologies, products, programs, and services. These issues challenge the usefulness of: business plans and budgets, stage-gate development processes, administrative progress reviews, consensus leadership, trial-and-error learning, and the belief that managers or entrepreneurs can control the innovation journey. However, they can increase their odds of success by developing and practicing skills in learning, leading, relating, and cycling through the innovation journey.

Andrew Van de Ven is Vernon Heath Professor of Organizational Innovation and Change at the University of Minnesota. He received his Ph.D. from the University of Wisconsin, and teaches courses on innovation management and organizational behavior. He is co-author of 13 books, including The Innovation Journey (1999; 2008), and Engaged Scholarship (2007) which won the 2008 Terry Award for the best book of the year by the Academy of Management (AOM). Van de Ven was elected AOM President in 2001-2002, and now serves as its founding editor of Academy of Management Discoveries.