"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 a common set of challenges encountered while the innovation journey unfolds in the development of a wide variety of new technologies, products, programs, and services. These challenges indicate that managers or entrepreneurs cannot 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.

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