Is Luck Better Than Skill in Cultivating Corporate Innovation?

Michael J. Mauboussin
October 2021
Luck-Skill Continuum

Note: Average of last five completed seasons.
Indication of Skill

“One defining characteristic of games of skill is this: a player or team can intentionally lose.”

-Annie Duke

The Strategy Paradox

- Customers
- Technology
- Competitors

The Paradox of Skill

Research Question

Can we measure the process of innovation rather than focusing solely on the visible outcomes?
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