



Q & A with Amy Winchester, CBCL Limited

What does innovation mean to you?

To me, innovation means the creation of something new and useful by applying existing knowledge and tools. Innovation mean finding new and creative ways to solve problems.

How does your organization approach innovation?

Our organization encourages innovation in all areas of our work. As engineers, we are essentially “professionally-trained problem solvers”. As technology advances, regulations become more stringent, clients become more sophisticated, we have to continually improve our service offerings to stay competitive. Promoting innovative thinking in our employees is a core ingredient to our success.

Why do you think innovation is important for Saint John and the province?

The people in our region are friendly, hardworking and proud. Encouraging innovation will promote open mindedness in our community which will help us adapt to the ever-changing ways of the world. With increased innovation, our younger population will see more opportunities to stay and work and hopefully become proud leaders in our region.

What are some simple things people can do to drive change?

Be open minded. Actively listen and learn about the issues that we face. Respectfully offer opinions and suggestions that lead to improvement.

How is technology changing your business model?

Technology is continuously changing the way we do business; from drafting on paper to computer aided designs, from lengthy topographic surveys to drones, from pages and pages of hand calculations to spreadsheets and computer models. Tasks that would, in the past, take many person-hours, can now be done quickly with computers and modern equipment. Ever-changing technology requires educated

professionals to always be willing to learn means of becoming more effective and efficient and be able to apply their knowledge to the task at hand.

Where would you direct people if they wanted to learn more about innovation?

Based on personal experience, Enterprise Saint John is a fantastic resource that encourages and supports innovation. The staff and resources they offer are incredibly helpful and are determined to help eager individuals create and build something new.