



Q & A with Blair Morgan, Innovatia

What does innovation mean to you?

Innovation is solving business problems that matter. You can only gain momentum if you are solving a problem that is needed. So many entrepreneurs jump at an idea, or a unique problem that very few people experience. The best innovation is meaningful. There is gaining interest in solutions that are both socially responsible and marketable, this brings a great deal of momentum to an organization. Clarity of purpose propels the mission forward!

How does your organization approach innovation?

We always innovate around what we are good at and stay close to our clients. Our clients really define how we innovate. The challenge is that they often tell us something that doesn't align to what they need. As a third party, we can often see more clearly their needs. Finding someone within the client organization that can share our vision and help us to navigate it through to an order is critical.

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

Innovation is the only thing that adds wealth to the province. Our network infrastructure is a significant asset, something that we can harness to gain an equal footing with competitors anywhere. I've travelled to most of the areas that are known for great innovation and technological capability and our people can compete with all of them. We need more companies exporting, which brings new money to our region. This is key to our sustainability as a province.

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

Find ways to challenge what you do today, even if things are going well. Challenge your team to blend the things you are good at with where your target industry is heading. Taking time to think a few steps ahead will open doors to innovation. The best ideas come from your frontline employees, they understand your customers' problems.

How is technology changing your business model?

Pure services play is not enough, adding technology creates new business models and reduces the trend to commoditize. All of your services and products will continue to face pricing pressures, layering innovation reverses that trend.

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

There are so many good conferences and publications, check out what other are doing. I've learned the most from attending Industry conferences. Develop relationships in your target industry, submit a paper, speak at a conference.... Get involved.