



Q & A with Cait Milberry, ICS Creative Agency

What does innovation mean to you?

To me, Innovation is finding a method, and creative way of getting new results and not just in business but in life. Good and bad. To me that's the only way we grow as individuals, and in business. Change can be very unwanted, but when embraced, incredible people, businesses, products and services are given opportunities to grow. Innovation is a direct result of that, and putting time into exploring new methods can only bring more innovation across all sectors and to us, as individuals.

How does your organization approach innovation?

ICS focuses on research and strategy. Our team is constantly researching to see what different tools are available that can help our clients' growth. We spend a lot of time creating strategies for businesses to help them take control of their business and help exceed them past their competitors through innovative ideas and collaborative efforts.

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

Saint John needs to be innovative more than ever facing a population decline. Anything that the city can do to be creative and stand out will only help population growth, business growth and economic growth. We have a lot of good momentum happening in Saint John and we need to keep that going by working together, elevating conversation and the changes associated as a result.

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

Communicate more, be real, understand that delegating tasks does not make you incapable of doing it all, but allows you to see opportunities more often and be more innovative. In fact, it will drive change. We can implement forms of innovation in our lives and businesses everyday just by being a little bit more real with ourselves and asking for outside perspectives, help, and collaborating with others, in general.

How is technology changing your business model?

It's making it more competitive, there are so many different software platforms to help grow businesses, all that give you actionable intelligence, if you dig in. At ICS, in the last two years, we have invested heavily in a lot of software platforms and hardware materials to help streamline and grow our business and our clients' businesses. We seek to find new methods, ways to communicate and bring value to our clients every day and when we work together and ask for help, we often find a better way or tool to get the job done.

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

Find people in your industry that motivate you, find co-working spaces. Talk to creative folks, have lots of coffee, and invite lots of people to your workspace. Make phone calls, and show up to workshops and spaces that motivate you or may be of interest. The surge of new energy can bring on a lot of innovative thinking, so keep it simple and ask for help when you can, and the ideas, opportunities, potentially new methods, processes are implemented and that directly affects you, your business, and or product or service.