



Q & A with James Stewart, EhEye

What does innovation mean to you?

To me, innovation is creativity in action. It's the key to building a successful business, especially in technology. Ideas are easy but until we invest in their actual execution their potential value remains locked.

How does your organization approach innovation?

We embrace creativity. We have our internal milestones that we are working towards, but if the feeling strikes us, we'll invest the time to follow our curiosity and explore something interesting. It's in these explorations where we make our most valuable discoveries – plus, it keeps things fun.

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

Well, we certainly have unique problems and limited resources. It seems to me that the only way to move forward is to get creative, embrace some risk, and take action. Innovation is fascinating in that it's a cycle, and can be sped up as you build capacity, unlocking more and more.

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

Play to win, instead of playing not to lose. Both are pointed in the same direction but the mindset is totally different. If we always play it safe, it just puts us on the long road to nowhere. Innovation requires an investment in making mistakes. Mistakes don't bother me at all, just don't sink the ship.

How is technology changing your business model?

We're paying close attention to where the trends are going, and what technology is emerging. The research and computing power is evolving so quickly that we need to know what business models are available to us today, and which ones may be available to us tomorrow, so we can be ready.

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

These ideas aren't new, many can be found in books like 'The Lean Startup' by Eric Ries. The challenge is cultural. There is less 'visible' risk in playing not to lose. Embracing risk must start from the top of organizations and people need to demand it, otherwise the ship will sink anyway.