



ASSOCIATION OF CONSULTING  
ENGINEERING COMPANIES | CANADA

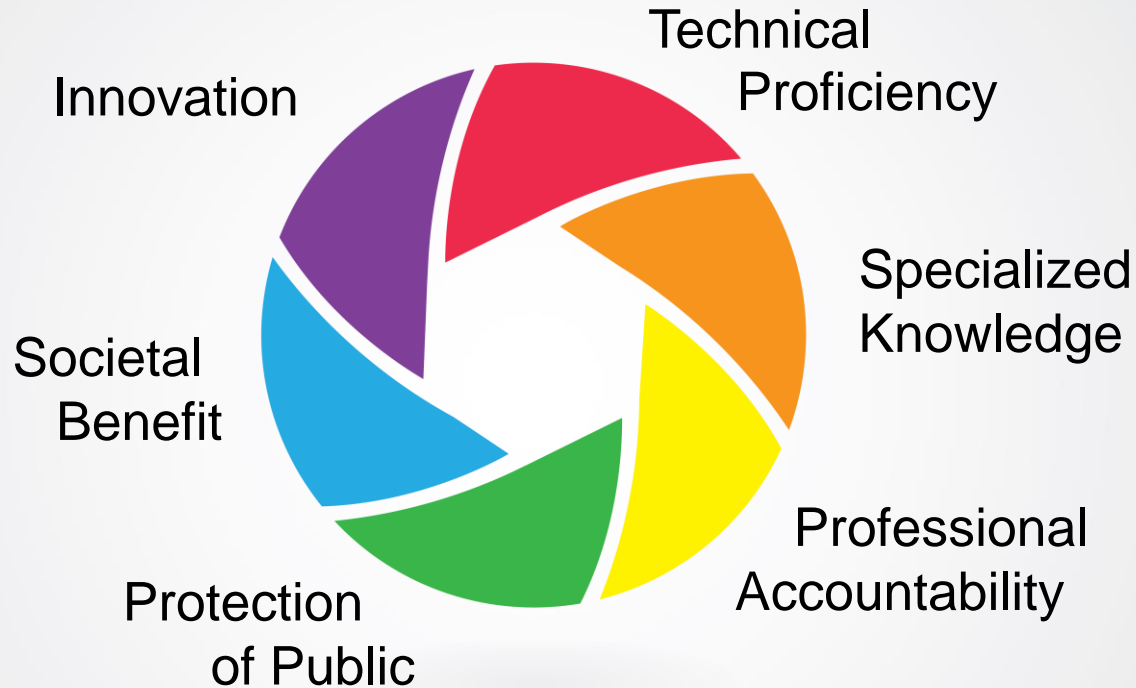
ASSOCIATION DES FIRMES  
DE GÉNIE-CONSEIL | CANADA

# *Shifting Gears:* Engineering in a changing world

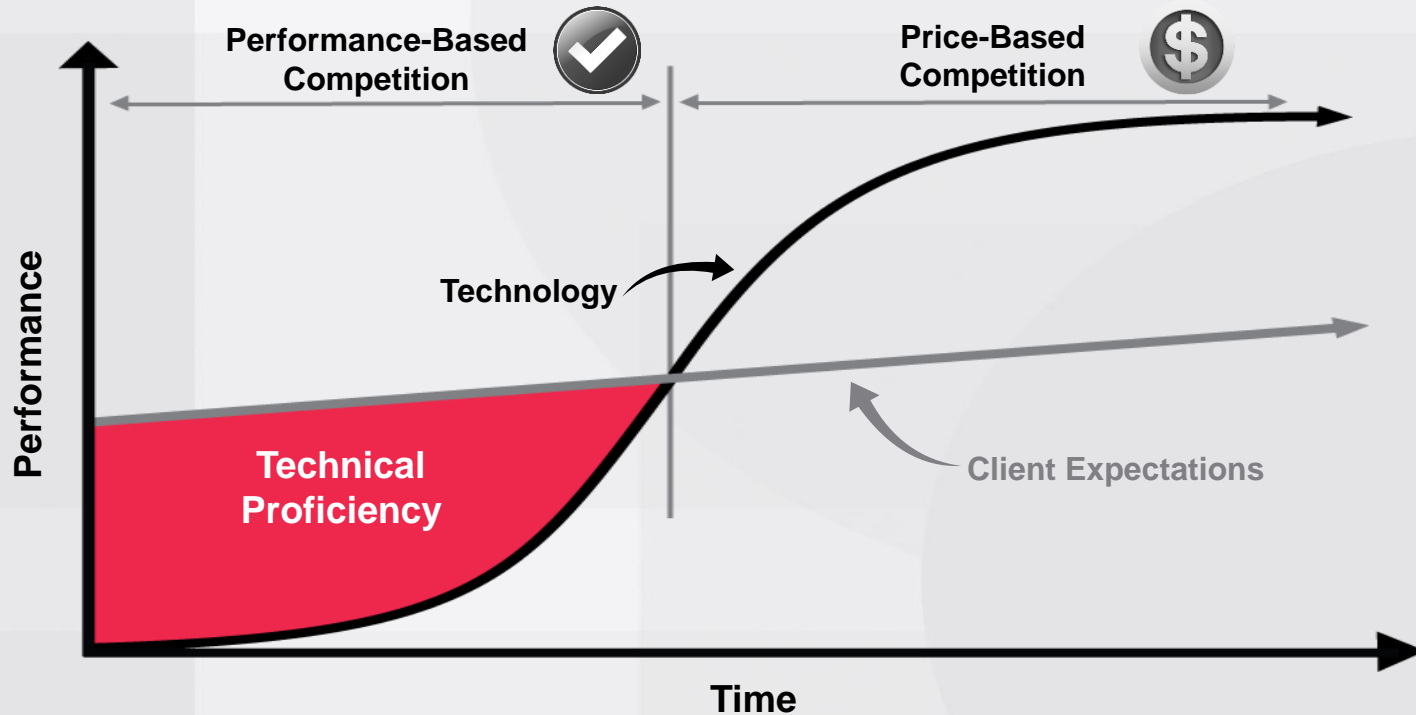


John Gamble, P.Eng.  
President and CEO

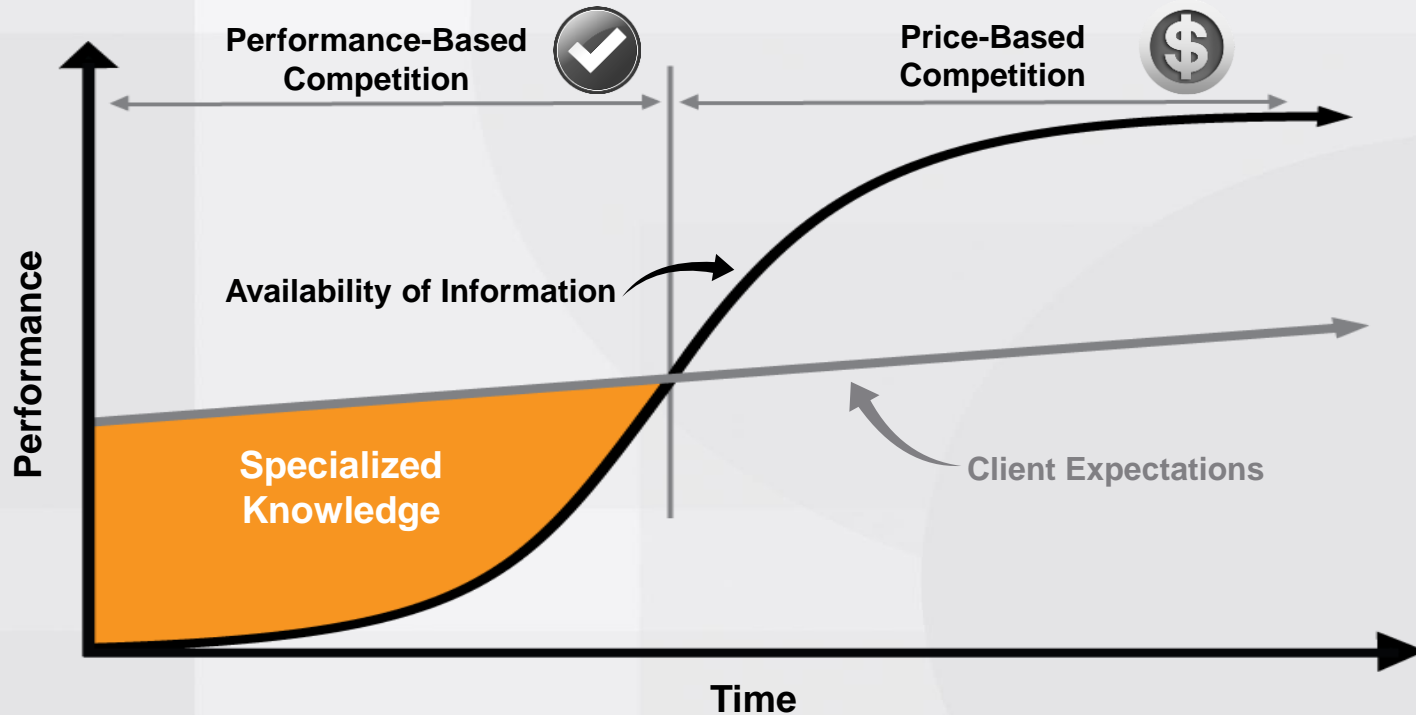
# Focus of Engineering Services



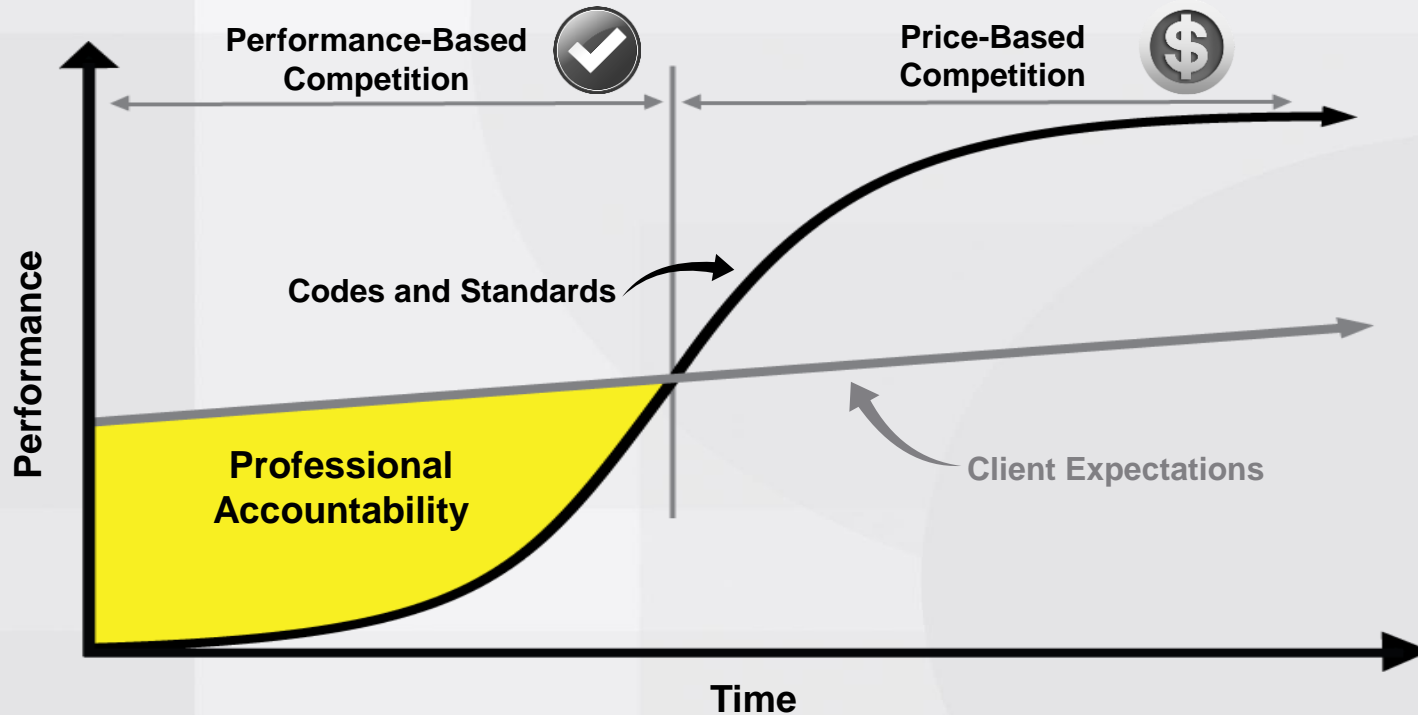
# Trajectory of Technology



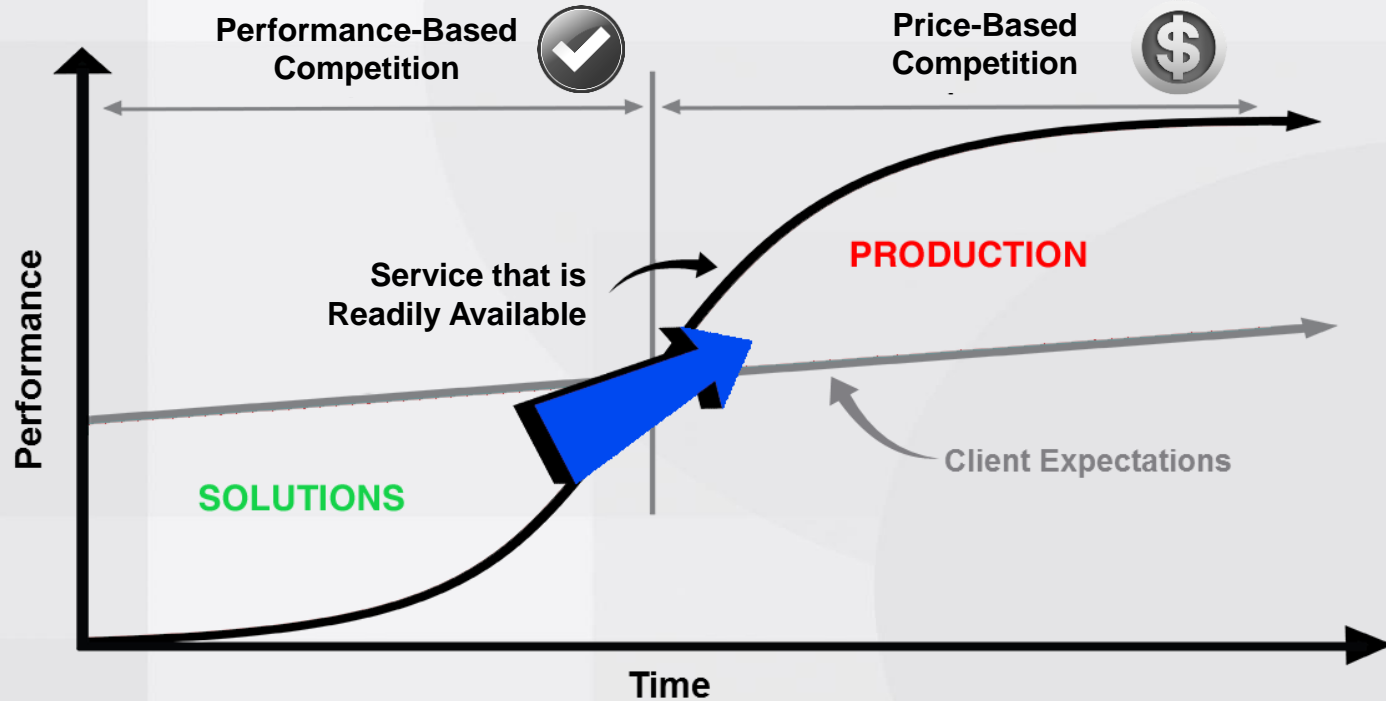
# Access to Specialized Knowledge



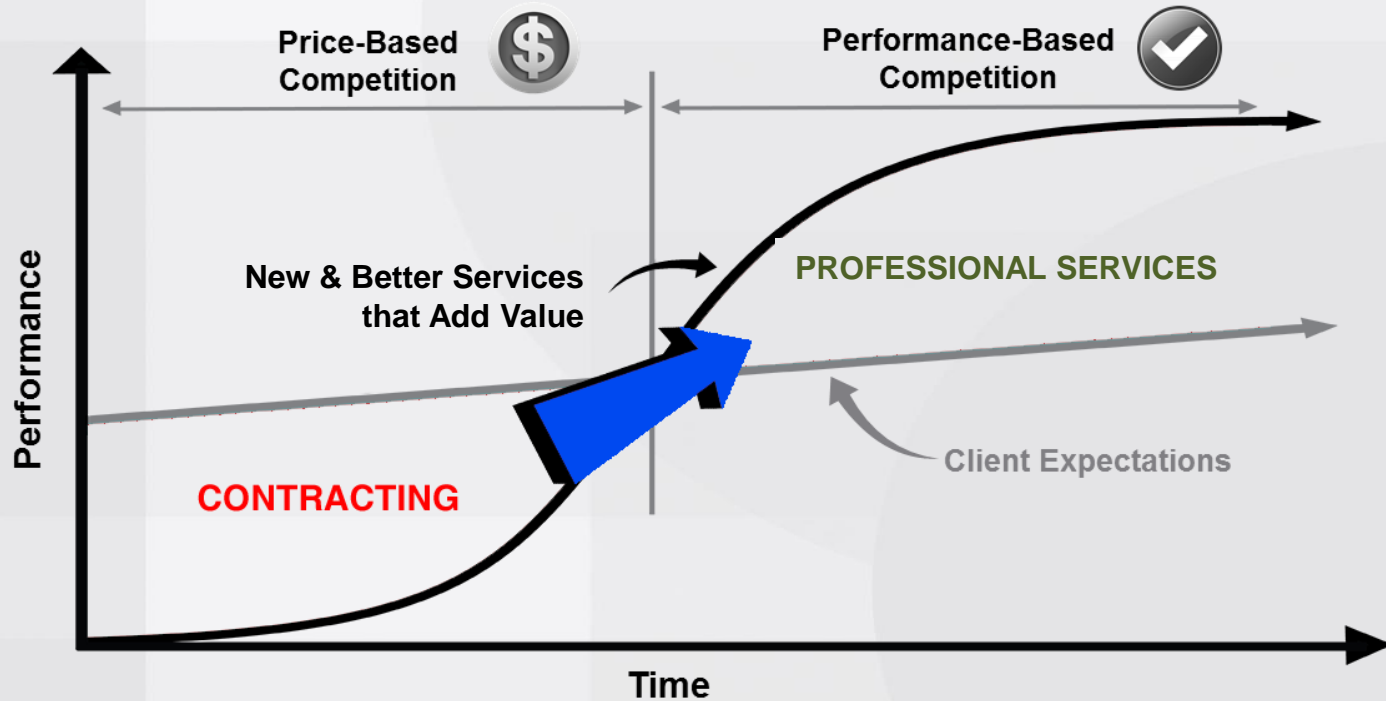
# Standardization of Engineering



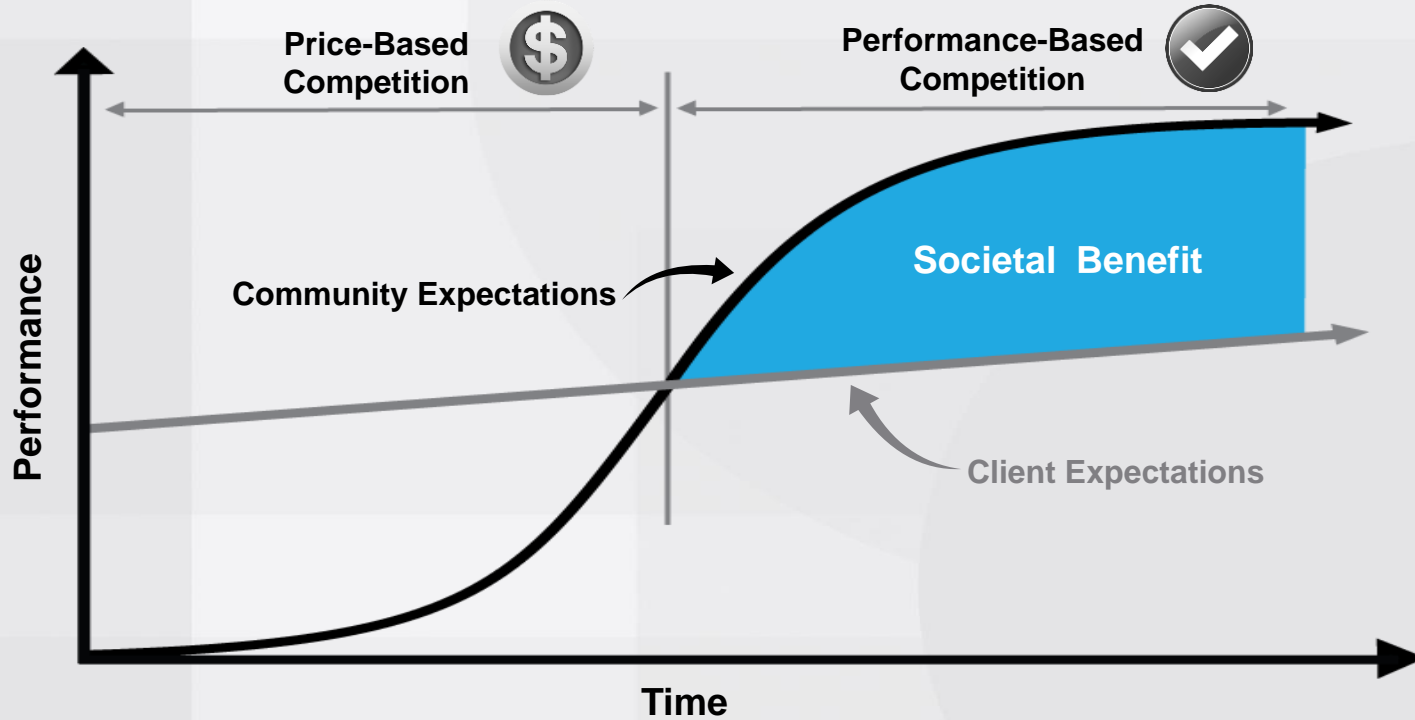
# Commoditization of Engineering



# Let's turn things around...

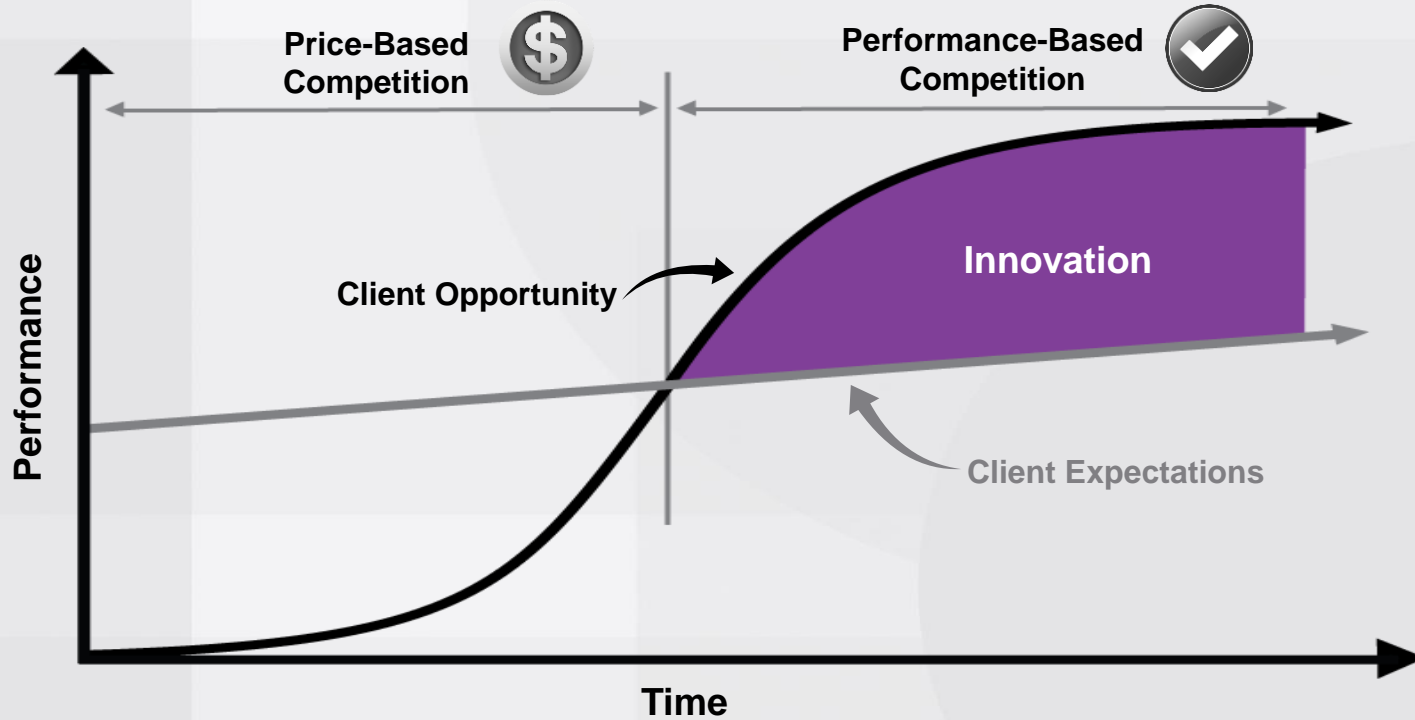


# Social Licence





# Strategic Advice



# “Shifting Gears”

**CONTRACTOR** → **SERVICE PROVIDER**  
**PRODUCTION** → **SOLUTIONS**  
**SELLING HOURS** → **SELLING VALUE**

