Forrest Bell: Why You Should Encourage Risk Taking

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Liverpool-based Forrest Bell has revealed why encouraging calculated risk taking is important to drive innovation in the workplace.

About Forrest Bell: http://www.forrestbell.com/about/

Sales and marketing specialists Forrest Bell are calling on employers to encourage calculated risk taking in the daily duties of their workforce. By encouraging entrepreneurial behaviours in day-to-day activity, firms will encourage innovation to flow through business ideas. Those who are directly involved in the running of a business are more likely to have the most effective ideas when streamlining processes. Often a new idea involves an element of risk; consumers may be concerned with change initially but when improvements can be demonstrated they will jump on board.

Forrest Bell's independent contractors spend the majority of their working day unsupervised. Being solution-orientated is a must for each individual involved in executing client campaigns. By encouraging each individual to be expressive with their ideas, the firm believes they have the ability to create and execute exciting and unique campaigns. By promoting creativity in a supportive environment, the firm believes that every business move poses a learning opportunity. Successful engaging campaigns are key to the firm's ability to attract new business and support Forrest Bell's growth plans for 2016 and beyond.

Business innovation is about creating and successfully applying new ideas within an organisation. This could be in the form of a major breakthrough such as creating and launching a new product or service to the market or a series of smaller innovations such as finding better or more efficient ways of working and becoming more profitable. Innovation is more than simply having a good idea. Innovation is about turning new ideas and concepts into something that will create value. Value can be commercial, social or organisational. A business that promotes innovation consistently will create more business opportunities that will generate more revenue.

Forrest Bell is Liverpool's most ambitious sales and event marketing firm that specialises in strengthening connections between clients and their consumers. Through face-to-face, innovative pop up marketing campaigns the firm communicate with customers in person, allowing for a tailored and memorable experience which drives their clients' consumer loyalty and sales revenue. The future looks bright for the firm with many clients in the pipeline.

Forrest Bell include their independent contractors in their brainstorming sessions, and also operates an open door policy where individuals are encouraged to take the time to share their ideas with senior management.

http://www.ipwatchdog.com/2016/06/29/innovation-entrepreneurs-incentivized-risks/id=70418/

For more information follow @ForrestBellLTD on Twitter and 'like' them on Facebook.

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