

# Fostering a Culture of Innovation Crucial to Small Business Growth

*Businesses that consistently encourage and support the creation of new ideas, processes, and solutions are stronger and have happier teams, a new report finds.*

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/EINPresswire.com/ -- Leading invoice funding company Charter Capital says businesses that foster a culture of innovation outperform their peers in a number of ways, providing a competitive edge and paving the way for business growth. Additional details are available in the report "[5 Proven Techniques for Fostering a Culture of Innovation](#)," which is accessible on [charcap.com](http://charcap.com).



5 Proven Techniques for Fostering a Culture of Innovation

The new report highlights the importance of developing a culture of innovation. Businesses that embrace innovation are better prepared to adapt, survive, and grow amid market shifts.

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*Gregory Brown*

Additionally, fostering a positive company culture is crucial for employee recruitment and retention, as it significantly influences job seekers' decisions and overall job satisfaction.

“Developing an innovative culture and initiating a cultural shift can be challenging despite the known benefits,” says Gregory Brown, Co-founder and Executive Manager at Charter Capital. “It requires consistent demonstration of

values by company leaders and the implementation of specific policies to support the initiative.”

Brown says fostering a culture of innovation starts with encouraging open communication by ensuring employees have direct access to decision-makers. Leaders must also be trained in

active listening techniques to ensure employees feel heard. To ensure employees are willing to come forward, the business must support risk-taking, including giving team members opportunities to test their ideas and celebrating contributions whether they're successful or not.

While many of these strategies don't cost anything to implement, Brown notes that some aspects will likely require working capital. Training, providing continuous learning opportunities for the team, executing ideas, and adjusting recruitment and retention strategies to promote diversity and inclusion within the company are among them.

"[Invoice factoring](#) supports businesses in their mission to foster a culture of innovation," Brown adds. "By providing debt-free working capital instantly, factoring frees businesses to pivot as opportunities present themselves."

Those interested in learning more about invoice factoring or who would like to request a complimentary quote may do so by calling 1-877-960-1818 or [visiting charcap.com](https://www.charcap.com).

#### About Charter Capital

Headquartered in Houston, Texas, Charter Capital has been a leading provider of flexible funding solutions for the B2B sector for more than 20 years. Competitive rates, a fast approval process, and same-day funding help businesses across various industries secure the working capital necessary to manage daily needs and grow. To learn more, visit [charcap.com](https://www.charcap.com) or call 1-877-960-1818.

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