



THE BIG ZERO

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Every company strives for growth. But it's becoming more and more challenging across industries to keep the core business humming on one side while stoking the engines of future growth on the other.

New sources of innovation and growth are expensive. The most accessible source of funding involves taking out bad costs and optimizing good costs. The problem: costs creep back over time.

To break that cycle, there's a move in business today one that calls for a fundamental realignment of resources to fund innovation and profitability. We call this zero-based mindset simply ZBx. ZBx creates a durable culture shift – aligns the organization around a growth strategy and reexamining all costs through this lens.

Our new book, *The Big Zero*, lays out the rationale for adopting a zero-based mindset to drive growth and competitiveness. But it also provides a roadmap to get there. We address six capabilities that combine to support a strategic, durable operating model. This closed-loop process, enabled by automation, AI and digital technologies, is the secret sauce for making a zero-based mindset successful and sustainable over time.

For leaders who want to move beyond traditional zero-based budgeting, *The Big Zero* shows how a zero-based mindset drives agility over austerity, visibility over guesswork and the future over the past to fuel growth and competitiveness.