GETTING AHEAD BY CUTTING BACK: USING ZERO-BASED BUDGETING TO FUEL GROWTH
Growth is back on the corporate agenda. Complexity, however, is too. Customer demands, regulations, investments for both developed and emerging markets — all of them can raise new challenges…and overhead.

So how do execs meet the need to cut costs with the strategic priority to reinvest those savings for growth?

One solution: zero-based budgeting. Effective zero-based budgeting fuels growth by removing waste and freeing up capital for more lucrative activities.

**For zero-based budgeting to succeed, it’s critical to meet four standards:**

One: Create forensic visibility into costs and eliminate waste.

Two: Make cost savings sustainable.

Three: Create a corporate culture where cost-cutting is part of the company’s DNA and individuals are held accountable.

And four: Identify areas where the freed-up cash can be reinvested into growth and innovation.

Learn more about how spend less to get more with our full report: **Getting ahead by cutting back: Using zero-based budgeting to fuel growth**