



**Introducing ZBx**

Kris Timmermans, Senior Managing Director – Accenture Strategy

**Accenture Strategy conducted the largest-ever research on zero-based thinking. Here's what we found.**

As three top findings, first of all, we saw an exponential adoption. At least 57% exponential growth. With all industries adopting it. As a main reason, it got recognized as unique technique to take non-working money out of your core business in order to fund your pivot to the new, your pivot to new business models.

The second finding was that we found 91% of the companies achieving or over achieving their stretch targets. Relative to the baseline that they covered, they achieved 15% result to that baseline. And for some companies, this meant over one billion dollars of results.

As a third finding, we found, the hurdles of adopting this technique. Because it's a powerful technique but it also doesn't come easily. The biggest hurdle that companies have listed is actually the ability to shift their culture. The ability to shift the mindset of their people into becoming real owners of company funds.

Learn more at [www.accenture.com/zerobasedmindset](http://www.accenture.com/zerobasedmindset)

Copyright©2018 Accenture  
All rights reserved.

Accenture, its logo, and High  
Performance Delivered are  
trademarks of Accenture.