THE X FACTOR
COMPETITIVE AGILITY

UK MARKET EXPERT INTERVIEW:
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What’s wrong with most companies’ cost cutting approach?
Accenture Strategy research found that only 14% of CEOs in the UK believe that their company is focused on cost reduction to free up funds to invest in growth. The problem, when it comes to cost reduction: too many companies in the UK look in the rear-view mirror, setting projected resource needs based on the past demands and applying incremental cut-backs on past budgets. It’s this rear-view mirror mentality that’s stalling the growth of businesses worldwide. As a result, more and more companies in the UK are harnessing a new approach for cost-cutting called ZBx, or a Zero-Based Mindset.

How can ZBx help your business?
ZBx eliminates activities not contributing to desired business outcomes: automating those not maximizing human potential and shifting talent to focus on growth-oriented, distinctive capabilities augmented by artificial intelligence. The approach examines every line item and sets it to a zero-base across the organization, from the front office, to the supply chain, and everywhere in between.

What areas of your organization are impacted by ZBx?
ZBx touches every part of an organization: Zero-Based Spend (ZBS), Zero-Based Organization (ZBO), Zero-Based Commercial (ZBC), Zero-Based Supply Chain (ZBSC). In a chaotic, fast-moving market, companies that win are those that are agile, able to pivot rapidly to the new. ZBx is critical to achieving that agility, boosting competitiveness for the long term.

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