



**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 to spend less to get more with our full report:

[Getting ahead by cutting back: Using zero-based budgeting to fuel growth](#)

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