



ZBB Best Practices

- **Communication** - The vision and new financial approach should be shared with all employees, not only the leaders in the company. Honing in on 'micro' sessions by regions or departments to help employees understand the company's goals and timelines to adopt the new approach helps with the buy-in, approval and success rate.
- **Approach beyond financials** - Alongside implementing a Zero-based budgeting strategy, companies must look at other factors that can reduce costs along the way. Some of the major companies who have used ZBB not only shut down locations, but they are also sought digital technologies to increase efficiency. This can have an impact on the number of employees and resources used internally or externally.
- **Identify the low hanging fruit** - Locating the quick wins is always a great place to start when introducing a new strategy. Which projects are up for renewal and may have had trouble with their budgets in the past? Think about ways to ramp up and train a team on the new approach who may be able to implement and showcase improved metrics.