

The Zeroing Agency's results-focused Business Transformation approach

# To achieve business transformation success, you must see, do, and deliver differently.

To win in today's rapidly changing market, ambition must be communicated quickly and with agility. The Zeroing Agency helps our clients achieve their goals.



**See** → **Do** → **Deliver**

## RECOGNIZE

We explore disruptions within and outside our clients' ecosystems. This inspires imagination with new customer requirements, new ways to work, and new forms and value. This process leads to a customer-centric, technology-enabled business model and operational model.

## SHAPE

We help you achieve your business transformation goals by creating business models and/or operating models that are both value-creating and strategically sound.

## CHOOSE

We support the selection of the best business transformation options, program leadership and the best path forward by incorporating leadership alignment, financial readiness, and financial wherewithal.

## DRAFT

We validate that there is value in building capabilities, service delivery models and organizational structures. We test them against customer/stakeholder expectations, talent/abilities, mindset, organizational fault lines and competitor responses. Finally, we specify the amount of change needed to adopt the new operating system.

## CLARIFY

We incorporate lessons learned from pilots and design prototypes to modify business transformation value expectations and business or operating model elements. Then we architect the business transformation launch roadmap, integrated change program, and build the business transformation program.

## SCOPE

We prepare leaders to initiate larger scale change. We also supported implementation and program execution of organizational change programs. And we quantified progress on key launch metrics and value outcomes metrics.

## PERPETUATE

We track the value of the transformation and offer adaptations to business or operating model elements to meet ongoing disruptions, competitor moves, and analytic insights.

