

“But We’ve Always Done It That Way” Zen, Zero-Based Thinking, And A Fresh Approach

Zero-based thinking (ZBT) is a decision-making process that lets you call “time-out” and explore fresh solutions when you know something about your current approach isn’t quite right. It’s akin to what a noted Zen Master calls “beginner mind.” ZBT can get your team unstuck and free up highly productive creative solutions. Here’s our own CustomerFirst™ twist on ZBT.



Imagine you need to increase the number of people who join your cause or buy your products. Maybe your current approach relies on a B2B2C network of partners or perhaps B2C direct mail campaigns. If growth is flat and variations on your offer are only yielding incremental improvements, it’s time to take a fresh look at the whole paradigm. Try this:

1. Start with a blank slate by asking: If we were starting fresh, how would we go about getting customers? How easy can we make it for them to say yes?
2. Consider what you know now that you didn’t know when you started your approach: What parts of your approach still make sense? What assumptions underlying the approach are still relevant? What other approaches might work better?

Use zero-based thinking and see what fresh ideas come up. ZBT lets you apply what you’ve learned from using your current approach while avoiding the suffocating quagmire of “we’ve always done it this way.” You will empower your team to stop doing what no longer works and replace it with fresh thinking and a better way.



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Your Marketing Minute© is an electronic newsletter based on the consulting, teaching, and speaking of Dr. Moshe Engelberg. Please contact us with feedback, questions, or for further information at myconsultant@researchworks.com

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