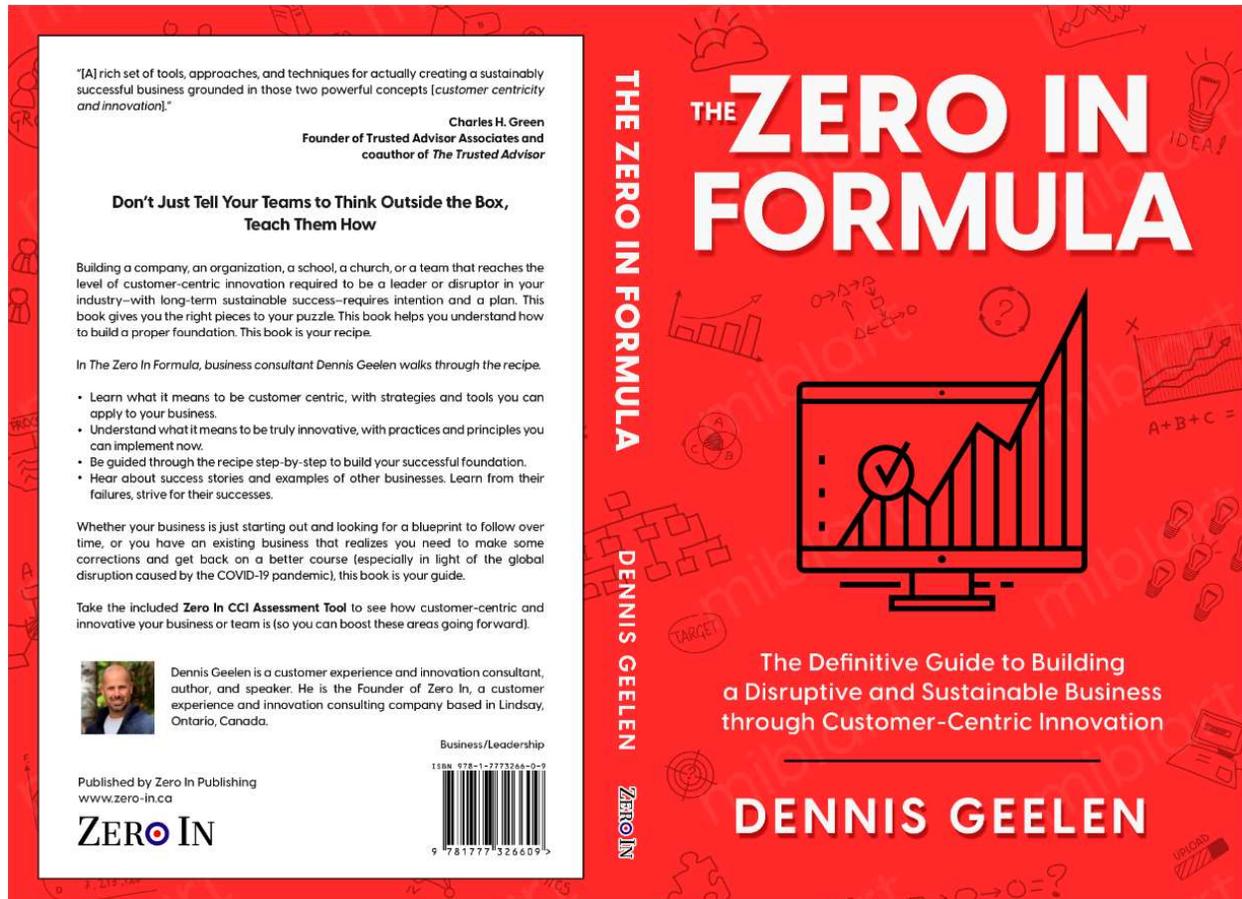


THE ZERO IN FORMULA



**The Definitive Guide to Building a Disruptive and Sustainable Business
through Customer-Centric Innovation**

Dennis Geelen

BOOK OVERVIEW

THE ZERO IN FORMULA, Dennis Geelen's latest book, challenges business owners and leaders to think differently about their company.

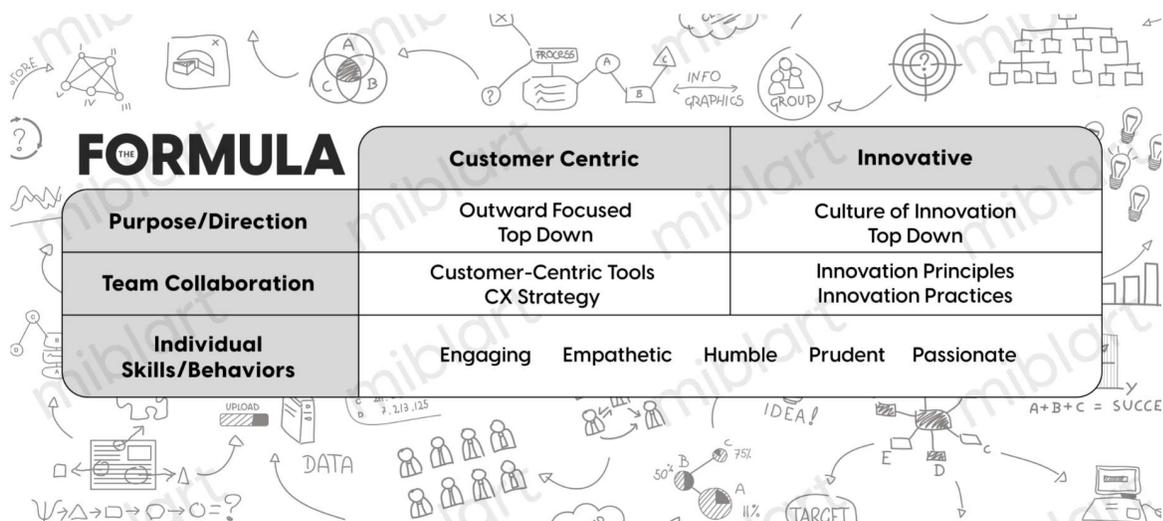
The stats don't lie. A large percentage of businesses do not make it past the first few years. Of the ones that do, only a small percentage end up surviving past 15 years. Many of those that survive have now plateaued or are in decline.

Why?

Geelen argues that if you look at the most successful businesses throughout history, you will find a common formula. The businesses that have been able to rise to the top of their sectors and thrive throughout economic downturns, industry disruptions, or even a global pandemic were all built on a foundation of being customer centric and innovative.

Building a company, an organization, a school, a church, or a team that reaches the level of customer-centric innovation (CCI) required to be a leader or disruptor in your industry—with long-term sustainable success—requires intention and a plan. This book gives you the right pieces to your puzzle. This book helps you understand how to build a proper foundation. This book is your recipe.

In THE ZERO IN FORMULA we walk through the recipe together. You will learn what it means to be customer centric, with strategies and tools you can apply to your business. You will understand what it means to be truly innovative, with principles and practices you can implement. You will be guided through the recipe step-by-step to build your successful foundation. You will learn from stories and examples of other businesses and their successes and failures.



Whether your business is just starting out and looking for a blueprint to follow over time, or an existing business that realizes you need to make some corrections and get back on a better course, this book is your guide.

Want to see how customer-centric and innovative your business or team is?

Visit www.zero-in.ca and take the CCI Assessment today.

Praise for THE ZERO IN FORMULA

“The business world is awash in buzzwords, two of the biggest being *customer centricity* and *innovation*. The challenge is a practical one: how to make them come alive in the real world. Geelen’s *The Zero In Formula* does what the title promises—it provides a rich set of tools, approaches, and techniques for actually creating a sustainably successful business grounded in those two powerful concepts.”

Charles H. Green, Founder of Trusted Advisor Associates and co-author of *The Trusted Advisor*

"Dennis Geelen has found the secret to building a company that lasts and thrives in the future. The Formula lays out the blueprint on how to win in business through customer centricity and innovation. For the first time these two ideologies are taught in a practical way that can be applied today. This is the textbook that I wish I had when I started in the Industry. It would have saved me years of experimentation, failures and discovery."

Jesse Cole, Owner of Savannah Bananas and author of *Find Your Yellow Tux*

“There's a plethora of books on being customer focused, and equally as many on innovation. But few put the two together and demonstrate how customers are the center of your innovation efforts. This book does just that, and gives you a reproducible formula so you can too.”

David Burkus, author of *Under New Management*

“Dennis Geelen presents a powerful framework for companies seeking to thrive in a world of constant change. This thoughtful book mixes real-world experiences and stories to create a book that is informative and actionable.”

Stephen Achilles, CEO of Exceed Enterprises

“The Zero In Formula perfectly captures what it takes to be successful in the twenty-first century. Entrepreneurship starts with an innovative idea, but a truly successful business comes from resilience. There's no recipe for overnight success, but Dennis helps capture the essentials to growing and scaling a company by allowing readers to get in the driver's seat with some of the best minds in the business.”

Chris Meade, Cofounder and CRO of CROSSNET

“Dennis Geelen clearly understands the ingredients of innovation: he put them into a handy formula. He demonstrates how organizations quickly adapted to the COVID-19 crisis and survived only because they pivoted. We learn that organizations need to question their business model permanently to stay relevant—even without a crisis as a catalyst.”

Eckhart Boehme, Innovation Consultant and Developer of The Wheel of Progress

“Dennis’s guide is a must-read for entrepreneurs who want to create an innovative business that customers love. He provides excellent examples and stories that will inspire you to take your business to the next level.”

Carlos Oliveira, Cofounder and CEO of adaptiveX

“The Zero In Formula provides a well-thought-out route through the complex challenges of starting and running a successful modern business, with a focus on customer centricity and innovation. In addition, Geelen writes in a way which is both insightful and entertaining, and I thoroughly recommend it to everyone who is either already in business or thinking of starting one.”

Rick Adams, CEO and Founder of PracticalCSM.com

About the Author



Dennis Geelen is a customer experience and innovation consultant, author, and speaker. He is the Founder of Zero In (www.zero-in.ca), a customer experience and innovation consulting company based in Lindsay, Ontario, Canada. His passion is to help as many organizations build a solid foundation through being as customer centric and innovative (CCI) as possible.

With an Honors Bachelor of Science degree from Trent University, a Masters in Project Management from the University of Ontario IT, and over 20 years experience working for and with organizations of various sizes from different industries, Geelen brings a variety of skills, background, and strategies to the businesses he works with.

Through Zero In, Geelen works with companies and organizations that want to build engaging and loyal relationships with their customers as well as a culture of innovation with their employees. He stresses the need for any and all organizations to understand, know, and empathize with their customers through various strategies and tools and then leverage that information with innovative principles and practices to be find creative new ways to serve and add value to those customers.

Since founding Zero In during 2018, Geelen has worked with clients in industries ranging from government, non-profit, healthcare, insurance, and energy, to sports and recreation.

Geelen also believes in a strong community focus by volunteering in several capacities. From coaching youth sports, to volunteering at after school programs, to serving as the President of the Kawartha Lakes Food Source, Dennis is quite active in his local community. He also regularly donates money from the Zero In public workshops to various local charities.

Zero In's clients come from a wide range of industries and typically seek out Dennis Geelen specifically to help them be more customer centric and innovative, with a goal of turning their customers into fans. Strong leaders understand that loyal customers mean repeat business and finding new and innovative ways to serve those customers goes a long way to creating lasting relationships.

Geelen is best known by his clients for his high-energy, interactive workshops combining important information for businesses in the areas of customer experience and innovation along with engaging, entertaining activities for the participants.

Visit the Zero In website at www.zero-in.ca

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