

## ENVIRONMENT OF ACCOUNTABILITY

### □ **Defined Roles**

Ambiguity is the enemy of accountability. Ensure that the people you are asking to be accountable have clearly defined roles, job descriptions and duties. Make sure they have been trained to do what you are holding them accountable for.

### □ **Standards and Expectations**

Deliver written expectations and standards of performance to every employee on their first workday. You cannot expect an employee to adhere to standards and expectations when they have not had the opportunity to understand and agree to those standards and expectations.

### □ **Permission**

Either implied or expressed permission is required to hold someone accountable.

### □ **Trained Staff**

Only a trained person can be held accountable!

### □ **Written Plan**

A working plan, a project timeline, an economic model, any or all of these documents are necessary to inform people about the expected result.

### □ **Learning-Based Environment**

Know-it-alls do not make good coaches, nor are they coach-able.

### □ **Consequences**

Consequences work best when spelled out ahead of time, in expectations for example.

### □ **Leadership**

Leaders are the most accountable in an organization. Assess what leaders are not being accountable for and define a way to start.

### □ **Healthy Ability**

Some people do not have the ability to complete a given task, even when all the other ingredients are present. Are candid discussion being has with employee?

### □ **Reporting System**

Is there a clear system for employees to report in on their metrics such as a CRM, daily report, weekly report, 1:1 meetings?

## DEFINITIONS OF ACCOUNTABILITY

- State of responsiveness
- To be called on to render an account
- Answerable, bound to give an explanation, explicable
- To count and feedback
- No place for judgment
- Not to be confused with blame or culpability
- Being accountable is an attitude
- Accountability is a communication skill set (openly giving/receiving feedback, sharing numbers/measures neutrally, aligning to goals/strategies/tactics in a mutual ongoing dialogue)

