

ACCOUNTABILITY IN ACTION

Accountability: _____

1. Plan

Decide who is accountable and for what by answering the following questions:

- WHO...do I wish to hold accountable?: _____

- WHY...do I believe accountability is necessary?: _____

- WHAT...are the actions and results I want to make accountable and by when?: _____

- HOW...will I measure these expectations (metrics)?: _____

- WHERE...will I keep track of this information?: _____

- WHEN...will I roll this out and check in to ensure follow-through?: _____

- WHAT ELSE...do I need to take into consideration?: _____

2. Communicate

Explain your expectations in a charge neutral manner. Evoke questions, concerns, and a firm commitment with questions, such as:

“What questions or concerns do you have?”

“Do I have your commitment?”

3. Reinforce

To ensure follow-through, provide regular auditory and visual reinforcement in at least three ways, such as:

- A document recapping your expectations.
- Progress meetings at regular intervals (e.g., weekly or monthly).
- A white board for tracking metrics.
- Written job performance reviews (e.g., quarterly or semi-annually).
- A reminder e-mail daily or weekly.
- Contests or promotions.
- Regular practice sessions.

4. Expect

No matter, no matter, no matter what...

Expect them to do what you've expected them to do!

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