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December 06 2016 19:32

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Create culture at work that demands accountability

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Abstract:

Many leaders are too busy with the details of the business to focus on the performance of others or the overall performance of the company. [...]too many business owners try to be liked instead of respected.

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Full text:

In coaching business leaders, I have learned that too many leaders do not hold their people accountable for reaching established goals or performance standards. I believe that such lack of accountability is a major mistake.

Too often in business today, meetings are held, issues are discussed, solutions are proposed, and goals are set. Unfortunately, the story usually ends there. Implementation is weak, at best. Follow-up and accountability are missing. Ideas, strategies and tactics never get off the ground. If you are going to take the time to hold meetings, propose solutions and set goals, then you must follow through and hold people accountable.

Many leaders are too busy with the details of the business to focus on the performance of others or the overall performance of the company.

Moreover, too many business owners try to be liked instead of respected.

Meet with your key employees or managers at least once a month for a one-to-one, good-old-fashioned accountability session. Remind them of your expectations. Help them to grow and improve.

Give people the responsibility, freedom, resources and support required to get important things done. Let them know they will be held accountable for certain results. Continually remind them of your expectations. Monitor their progress and intervene only when necessary. Give them feedback. Praise an employee's progress on goals in public but criticize their poor performance in private. However, in public, feel free to express your disappointment and frustration to your entire team.

Here are some basic ground rules for effective accountability:

- * Never let committees, groups or multiple persons be accountable for making things happen.
 - * Make sure one person/one champion is responsible and accountable for each key assignment.
 - * Establish goals and clarify due dates for results.
 - * Conduct regularly scheduled follow-up meetings to gauge progress on goals and hold people accountable.
- If they consistently fail to get important things done, give them different jobs or replace them with new people. Do not allow poor implementation to infect your business. You have only two choices: You can establish a culture that tolerates excuses or one that insists on performance.

People want to be held accountable and challenged. They also want constant feedback on their performance. They want to learn and grow. They even desire a healthy environment of discipline. All this helps them develop and reach their potential. Accountability is beneficial feedback that shows you care.

As a business leader or professional, who will hold you accountable? Get yourself a coach or a board of advisers, and lean on them to provide you with the same kind of support that you provide your team.

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Subject: Meetings;

Publication title: Argus Leader

Pages: A.9

Publication year: 2012

Publication date: May 2, 2012

Year: 2012

Section: BJINSIGHT

Publisher: Gannett Co., Inc.

Place of publication: Sioux Falls, S.D.

Country of publication: United States

Publication subject: General Interest Periodicals--United States

Source type: Newspapers

Language of publication: English

Document type: News

ProQuest document ID: 1010968613

Document URL: <http://search.proquest.com/docview/1010968613?accountid=8289>

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Last updated: 2012-12-31

Database: ProQuest Central

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