WINNING WITH ACCOUNTABILITY

THE SECRET LANGUAGE OF HIGH-PERFORMING ORGANIZATIONS

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Successful teams cannot exist without accountability – high performance and accountability go hand-in-hand.

Accountability starts with understanding the truth and continues with the thoughts, words and actions of everyone involved in your organization. It is the key to long-term, sustained organizational success.

Execution fails when accountability – the process and language of transferring strategies into reality – is missing. If you have ever experienced a failure in a relationship or project, you may have found that, in hindsight, clear outcomes may not have been
properly communicated to all of the players. If you could “do it all over again,” there are things you would have said differently in order to enroll people on the front end of the effort.

Without accountability, people are working on the wrong things and feeling like they lack direction and purpose. When accountability is present, people keep their eyes on a very clear prize. They know what they are working toward and how they are going to get there. Accountability gives people and organizations a sense of purpose.

High-performing teams create success after they have infused accountability into their interactions and agreements.

This means that they have established their desired outcome and support the endeavor through the thoughts, words and actions of everyone involved in their organization.

This book will provide you and your organization a roadmap on how to win with accountability. It is based on how organizations have taken our accountability model and achieved success far beyond their expectations. The principles they applied are universal and will work in your organization as well.

Accountability is the secret language within your organization that can create or prevent success.

A few years ago, our firm Dynamic Results was contacted to help a large organization. This client’s sales had been flat for more than two decades. They had attempted several “programs of the year,” which added a little spark but no sustained flame to their results. They were desperate by the time we received their call.
This organization was built upon a sales network of independent dealers around the world. As you can imagine, communication and accountability were their greatest challenge.

After several fact-finding meetings, we introduced them to our simple, effective method for creating high-accountability cultures. Turning mediocrity into success in this organization – or any organization – is not instant or easy. After all, creating an accountability culture is a change. However, less than 24 months after implementing our accountability method, their sales doubled. In addition, job satisfaction, productivity and profits all improved dramatically.

The primary reason that this organization’s results were flat was because accountability was missing in their strategy. There was not an agreed-upon, specific set of outcomes that everyone was diligently working toward. The “strategy” was the same ol’ sales and grow-dealer-network mantra.

Our initial change was to map a strategy with specific, measurable outcomes. Then the client created timelines for making things happen instead of deadlines. The organization also changed its compensation and recognition programs to be in line with the specific results they were now focused on. And, for the first time, the client published their vision and strategy throughout the entire organization.

In just under two years after implementing the accountability method outlined in this book, the organization doubled its sales!

We are not claiming that our method caused this change by itself. In fact, the client did all the heavy lifting. The president of this
company did, however, choose to acknowledge our team at their international conference, shining a spotlight on our team’s table (the client had flown us all in) and said that they “would never have achieved the last two years’ performance without the contribution by the team at Dynamic Results.”

*Winning with Accountability* will take you step-by-step through the methods and tools they used to help achieve their objectives, which you can use to achieve yours, too.

In the first part of this book, we will define accountability, examine the leader’s role in creating a high-accountability culture, and introduce the importance of language in creating successful outcomes.

Then, you will discover a proven process – The Four Pieces of the Accountability Puzzle – for successfully creating a culture of accountability in your organization.

Lastly, we will show you what actions you can take to begin creating a Culture of Accountability today. Relationships and projects fail when accountability is missing. Following the principles outlined in this book will help you lead your organization to higher performance and stronger relationships.

Read, learn, grow and begin *Winning with Accountability.*

A Culture of Accountability makes a good organization great and a great organization unstoppable.