



## Checklist: Infusing a Culture of Accountability

### Preparing the foundation

- ✓ Revisit your Vision, Goals and Strategy documents. Revise as needed.
- ✓ Clearly define the results projected for the business.
  - a. Financial growth
  - b. Production/service growth
  - c. Brand, Market, Culture, Customer Satisfaction
- ✓ Repeat for each organization, cross-organization and individual, how they align... and are accountable for... in support of mission of the business and support of their client/customers.
- ✓ Clearly define your Standards of Operations in the organization. These are a set the standards of performance that team members adhere to day-to-day. Do you have a standard for how quickly a client phone call is returned? How about email? How about an voicemail or email from fellow team member? Do you define minimum behaviors during an internal meeting? Things like cellphones off... no email. How about Responsiveness to cross-organizational requests? Include these standards in the Standards of Operations document/manual.
- ✓ Create a plan for building trust throughout the organization. Commitments to support each other... and meeting those commitments.

### Implement

- ✓ Clearly communicate the Vision, Goals, Strategy, Results and Standard of Operations for the business, both in meetings to address questions, and in shared documents for reference.
- ✓ Clearly communicate the standards of accountability. To help drive team understanding, consider role-plays at team meetings to demonstrate great accountability. Additionally, providing examples of written communications that exemplify excellence.



These would include:

- Peer to peer support
- Team member and manager
- Communications. Internal email, external email, clients/customers
- Time management - on time.. all the time
- Meetings – agendas, efficient use of time, follow-up actions management

### **Best Practices for Accountable Cultures**

- ✓ Leaders - lead by example. Practice accountability. Develop a culture of trust.
- ✓ Reinforce a culture of supportive accountability in mentoring sessions and acknowledging it as it happens each day.
- ✓ Hold cross-functional meetings with feedback sessions to recognize the results to date and grow accountability.
- ✓ Work toward full support and adoption.
- ✓ Address dysfunction in accountable behaviors in real-time.
- ✓ Promote an emotional attachment to the success of the team, the strategy, goals and vision of the business.
- ✓ Reward “random acts of stellar accountability”