

CREATING A CULTURE OF ACCOUNTABILITY

PAULA MITCHELL

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CONSULTING

PART 1

- IMPORTANCE OF ACCOUNTABILITY

PART 2

- ACCOUNTABILITY IN LEADERS

PART 3

- BUILDING A CULTURE OF ACCOUNTABILITY

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“WITH GREAT POWER COMES
GREAT RESPONSIBILITY”



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“WITH GREAT POWER COMES GREAT RESPONSIBILITY”



POWER

ACCOUNTABILITY VS RESPONSIBILITY

(a subtle but very powerful difference)





THE IMPORTANCE OF ACCOUNTABILITY

WHAT HAPPENS WHEN ACCOUNTABILITY FAILS?

- DISENGAGED, CONFUSED WORKFORCE
 - LACK OF CARE FOR COMPANY OR PRODUCT/SERVICE
 - AN OVER RELIANCE ON LEADERS FOR ALL DECISION MAKING
 - LACK OF FAIR PROMOTION
-





THE IMPORTANCE OF ACCOUNTABILITY



“ACCOUNTABILITY IS AN ASSURANCE THAT AN INDIVIDUAL WILL BE EVALUATED ON THEIR PERFORMANCE OR BEHAVIOUR RELATED TO SOMETHING FOR WHICH THEY ARE RESPONSIBLE.

whatis.com

THE IMPORTANCE OF ACCOUNTABILITY



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ACCOUNTABILITY IN LEADERS



1. BE THE EXAMPLE
 2. DO YOUR OWN WORK
 3. GET A COACH
 4. INVITE FEEDBACK
-

ACCOUNTABILITY IN LEADERS

- BE THE EXAMPLE



ACCOUNTABILITY IN LEADERS

- LEADING STRATEGY
 - IMPLEMENTING THE COMPANY'S VISION
 - EVALUATING AND DEVELOPING OTHER LEADERS
 - AWARENESS OF THE COMPETITIVE MARKET
 - ASSESSING RISKS
 - SETTING AND MEASURING STRATEGIC GOALS
-

ACCOUNTABILITY IN LEADERS

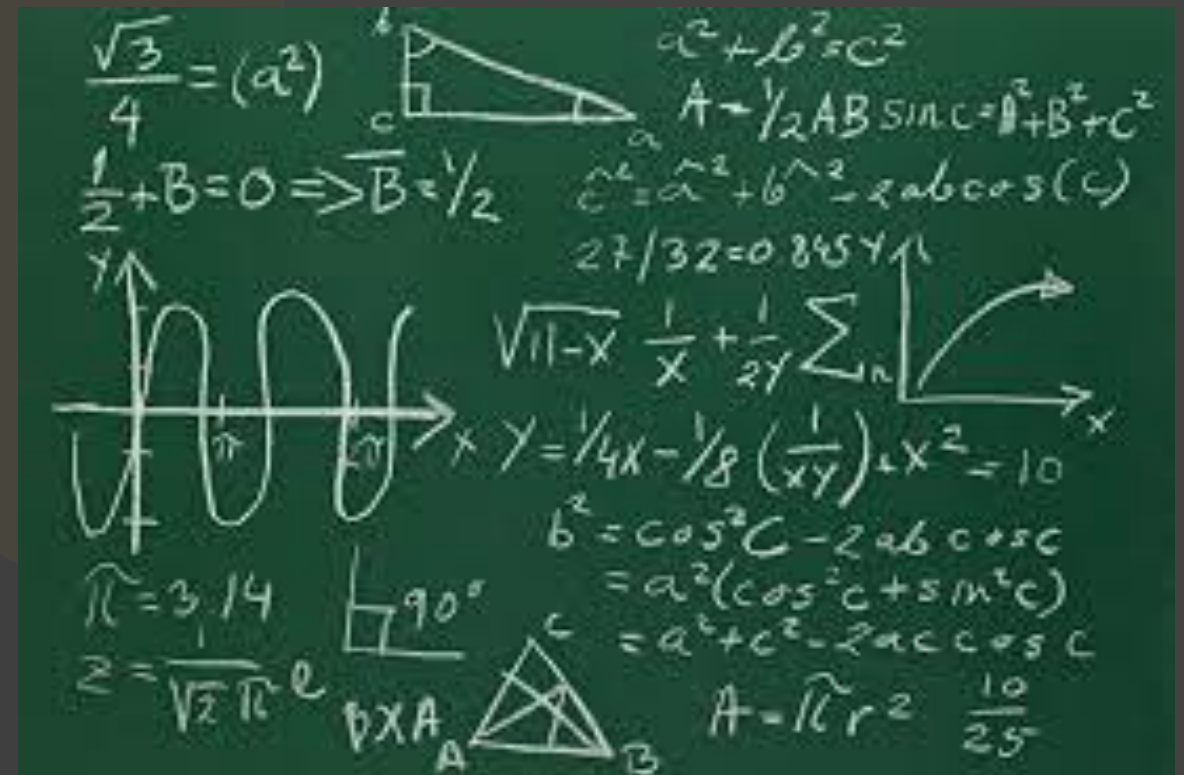
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1. BE THE EXAMPLE

- SHOW YOUR WORK





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ACCOUNTABILITY IN LEADERS

ACCOUNTABILITY IN LEADERS

1. BE THE EXAMPLE

- SHOW YOUR WORK
- MAKE IT TRANSPARENT



ACCOUNTABILITY IN LEADERS

1. BE THE EXAMPLE

- SHOW YOUR WORK
- MAKE IT TRANSPARENT



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Paula Mitchell
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ACCOUNTABILITY IN LEADERS

1. BE THE EXAMPLE

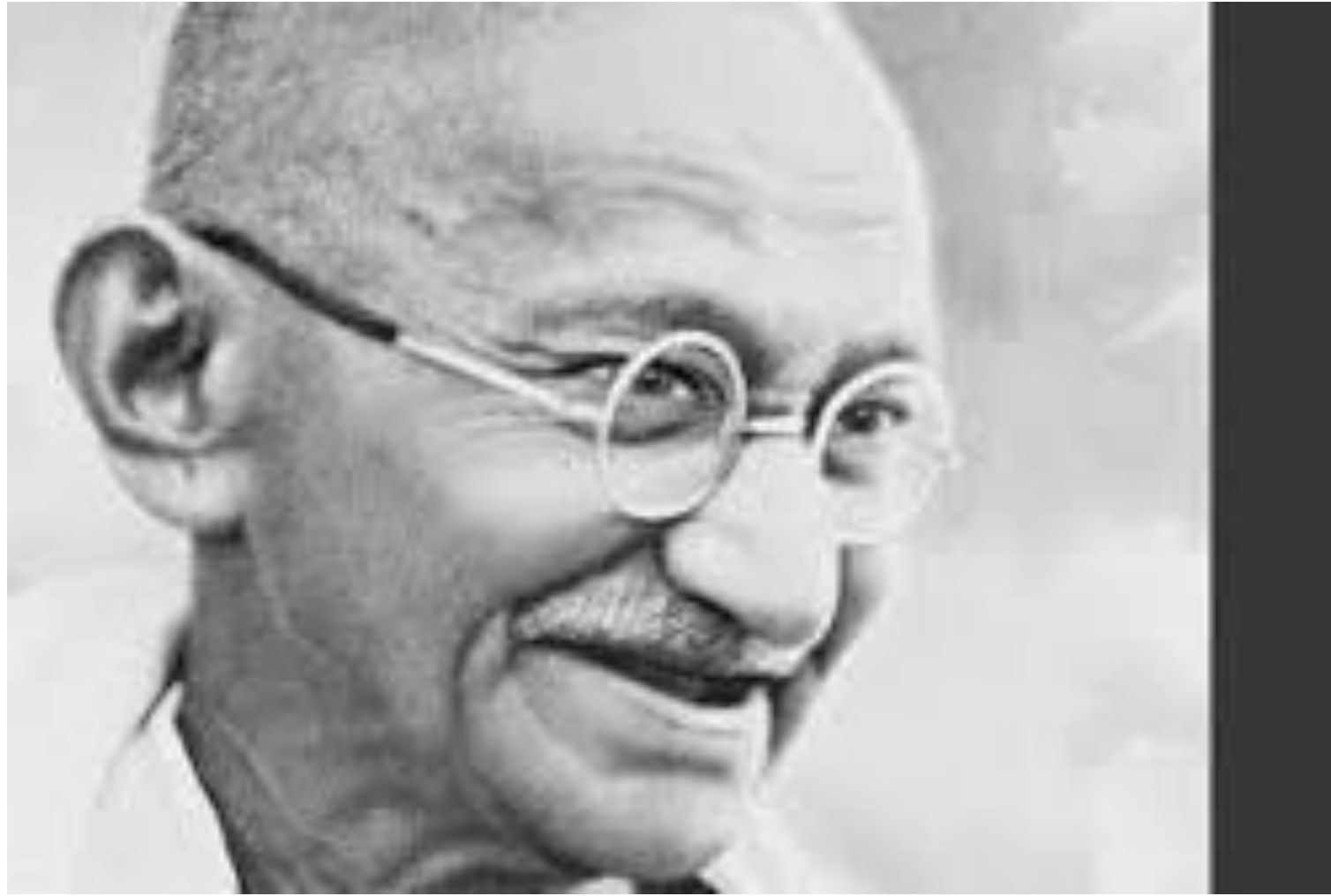
- SHOW YOUR WORK
- MAKE IT TRANSPARENT
- PERSONAL GOALS



ACCOUNTABILITY IN LEADERS

1. BE THE EXAMPLE

- SHOW YOUR WORK
 - MAKE IT TRANSPARENT
 - PERSONAL GOALS
 - **MODEL THE BEHAVIOUR**
-



ACCOUNTABILITY IN LEADERS

1. BE THE EXAMPLE

2. DO YOUR OWN WORK



“THE ONLY ACCOUNTABILITY THAT IS TRULY WORTH THE NAME IS THE BELIEF THAT YOU HAVE TO KEEP YOUR COMMITMENTS. THE PSYCHIC PAIN OF NOT DOING THAT, OF LETTING LOVED ONES AND TEAMMATES DOWN, IS THE HEART OF THE MATTER.”



ACCOUNTABILITY IN LEADERS



1. BE THE EXAMPLE

2. DO YOUR OWN WORK



“DELEGATING WORK WORKS, PROVIDED THE ONE DELEGATING
WORKS, TOO.”

ACCOUNTABILITY IN LEADERS

1. BE THE EXAMPLE

2. DO YOUR OWN WORK



ACCOUNTABILITY IN LEADERS

1. BE THE EXAMPLE
2. DO YOUR OWN WORK
3. GET A COACH





ACCOUNTABILITY IN LEADERS

1. BE THE EXAMPLE
2. DO YOUR OWN WORK
3. GET A COACH



ACCOUNTABILITY IN LEADERS

1. BE THE EXAMPLE
2. DO YOUR OWN WORK
3. GET A COACH
4. INVITE FEEDBACK

HOW OFTEN DO YOU GIVE FEEDBACK TO YOUR EMPLOYEES?



Vote
Now

HOW OFTEN DO YOU ASK FOR FEEDBACK FROM YOUR EMPLOYEES?



Vote
Now

HOW DO YOU RATE THE FEEDBACK YOU RECEIVE FROM YOUR EMPLOYEES?

1. Extremely Honest and insightful



Vote
Now

2. Reasonably honest but holding something back



3. Safe – fearful of the Truth



4. Completely Scared!



4. INVITE FEEDBACK

- IT'S BOTH DIFFICULT TO GIVE AND RECEIVE
- IT IS RARELY PRACTICED



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Safe Environment

4. INVITE FEEDBACK

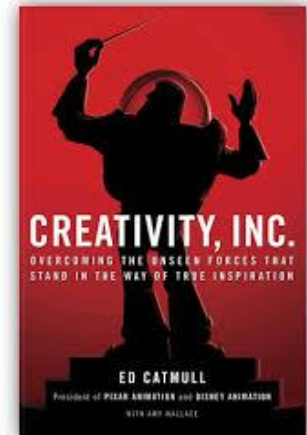
- MAKE THE ENVIRONMENT SAFE
- POSITIVE FEEDBACK, NOT JUST PRAISE

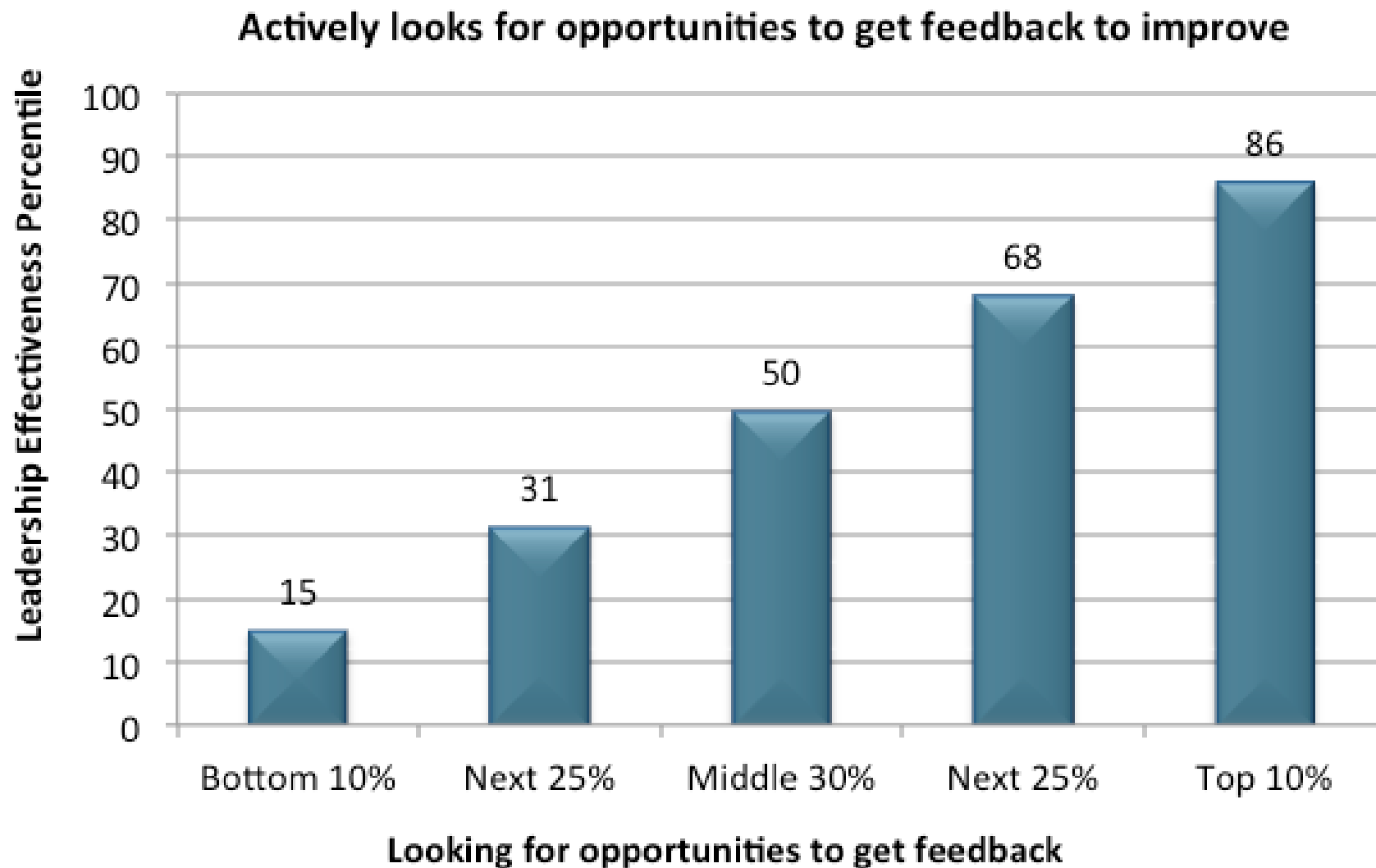


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ACCOUNTABILITY IN LEADERS



1. BE THE EXAMPLE
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BUILDING A CULTURE OF ACCOUNTABILITY



1. CLEAR DECISION MAKING
 2. EXPECTATIONS
 3. SET TARGETS AND MEASURE THEM!
 4. FEEDBACK
-

BUILDING A CULTURE OF ACCOUNTABILITY

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1. CLEAR DECISION MAKING



BUILDING A CULTURE OF ACCOUNTABILITY



1. CLEAR DECISION MAKING

- COMMAND
 - COLLABORATIVE
 - CONSENSUS
 - CONVENIENCE
-

BUILDING A CULTURE OF ACCOUNTABILITY

1. CLEAR DECISION MAKING
2. EXPECTATIONS



BUILDING A CULTURE OF ACCOUNTABILITY



1. CLEAR DECISION MAKING

2. EXPECTATIONS

“A STRONG BELIEF THAT SOMETHING WILL HAPPEN OR BE
THE CASE”

BUILDING A CULTURE OF ACCOUNTABILITY

COMPETENCIES

	QUALITIES: Can you...	BEHAVIOURS: Are / do you...
RESILIENCE	<ul style="list-style-type: none">▷ Take criticism and learn from it▷ Take rejection and knock backs in your stride▷ Handle pressure and recognise when you need help. Don't withdraw when overwhelmed▷ Persist – keep going in spite of “no’s”▷ Prioritise – nose for money and priorities	<ul style="list-style-type: none">▷ Positive – make light of knocks & shrug them off▷ Believe that you will make it – no blaming▷ Competitive – sets you alight, can't bear to lose
RESOURCEFUL	<ul style="list-style-type: none">▷ Spot & take opportunities▷ Work efficiently / productively – maximum outcomes for minimum effort e.g. candidate packaging▷ Naturally seek alternative angles and innovative solutions to problems▷ Take ownership of tasks and go beyond the benchmarks – work ethic▷ Think on your feet & make the best out of situations	<ul style="list-style-type: none">▷ Open-minded to new approaches, ideas▷ Solution seeking – not expecting someone to give you the answer

BUILDING A CULTURE OF ACCOUNTABILITY

1. CLEAR DECISION MAKING
2. EXPECTATIONS

WHAT ARE THE BENEFITS OF YOUR TEAM HAVING CLEAR EXPECTATIONS?

BUILDING A CULTURE OF ACCOUNTABILITY

1. CLEAR DECISION MAKING
2. EXPECTATIONS

WHAT EXPECTATIONS WOULD YOU SET AROUND BOTH
PERFORMANCE AND BEHAVIOUR?

Gallup Engagement Hierarchy



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BUILDING A CULTURE OF ACCOUNTABILITY

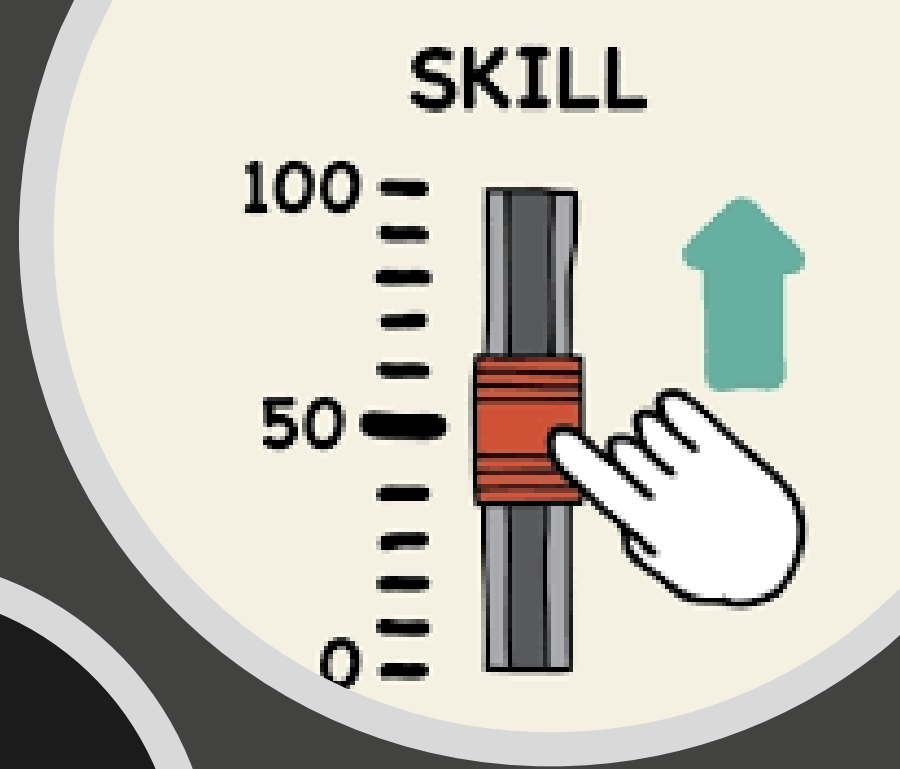
- CLEAR DECISION MAKING
- EXPECTATIONS
- SET TARGETS AND MEASURE THEM!



- DOS AND DON'TS

**DO
BETTER.**

**DO
MORE.**



SMART TARGETS



Specific



Measurable



Accurate



Realistic



Time based

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DATA

- THE KEY TO EVERYTHING

BUILDING A CULTURE OF ACCOUNTABILITY

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BUILDING A CULTURE OF ACCOUNTABILITY

1. CLEAR DECISION MAKING

2. EXPECTATIONS

3. SET TARGETS AND MEASURE THEM!

- MANAGE TIMELINES
 - DOS AND DON'TS
 - DATA
-

BUILDING A CULTURE OF ACCOUNTABILITY



1. CLEAR REPORTING LINES AND DECISION MAKING
 2. EXPECTATIONS
 3. SET TARGETS AND MEASURE THEM!
 4. FEEDBACK
-

BUILDING A CULTURE OF ACCOUNTABILITY



1. CLEAR REPORTING LINES AND DECISION MAKING
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-

BUILDING A CULTURE OF ACCOUNTABILITY

- TRUST



BUILDING A CULTURE OF ACCOUNTABILITY

1. CLEAR REPORTING LINES AND DECISION MAKING
 2. EXPECTATIONS
 3. SET TARGETS AND MEASURE THEM!
 4. EMPLOYEE ACCOUNTABILITY – FEEDBACK
 - SPECIFIC AND EVIDENCED
 - INTUITIVELY AND IN THE MOMENT
 - FROM SOMEONE TRUSTED
-

WITH GREAT POWER COMES GREAT
ACCOUNTABILITY....





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