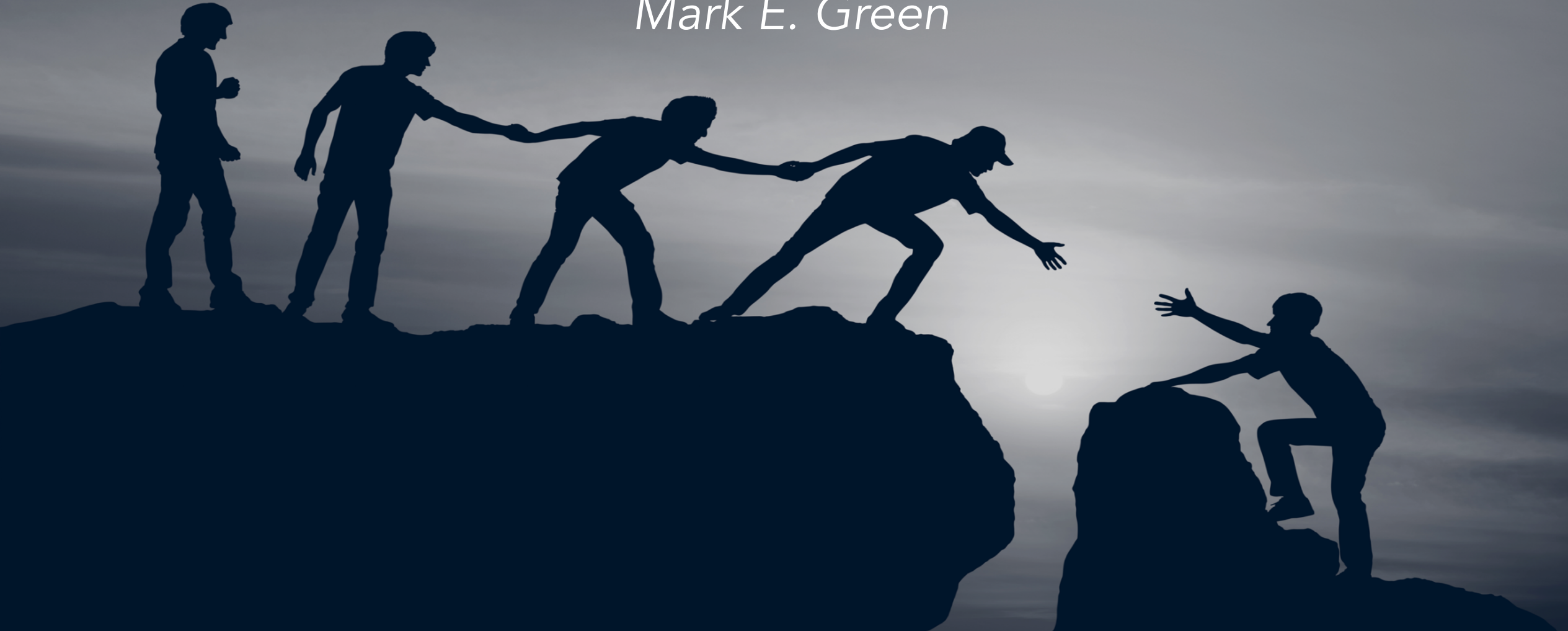
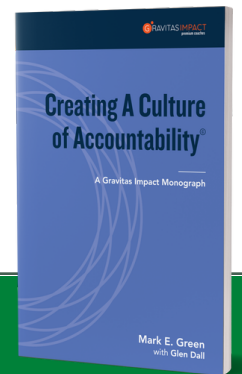


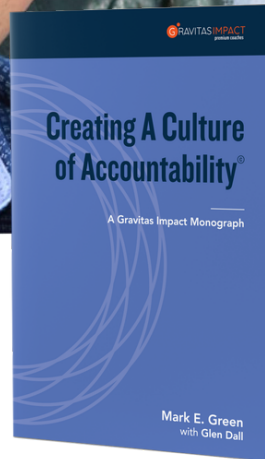
Creating A Culture of Accountability

Mark E. Green



Accountability is the underlying
BIG PROBLEM at the root of
myriad persistent, annoying,
expensive, and unresolved
symptoms.



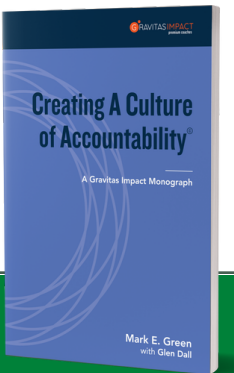


The Coaching Perspective

Ac•count•able

1. Subject to giving an account: answerable
2. Capable of being explained: explainable

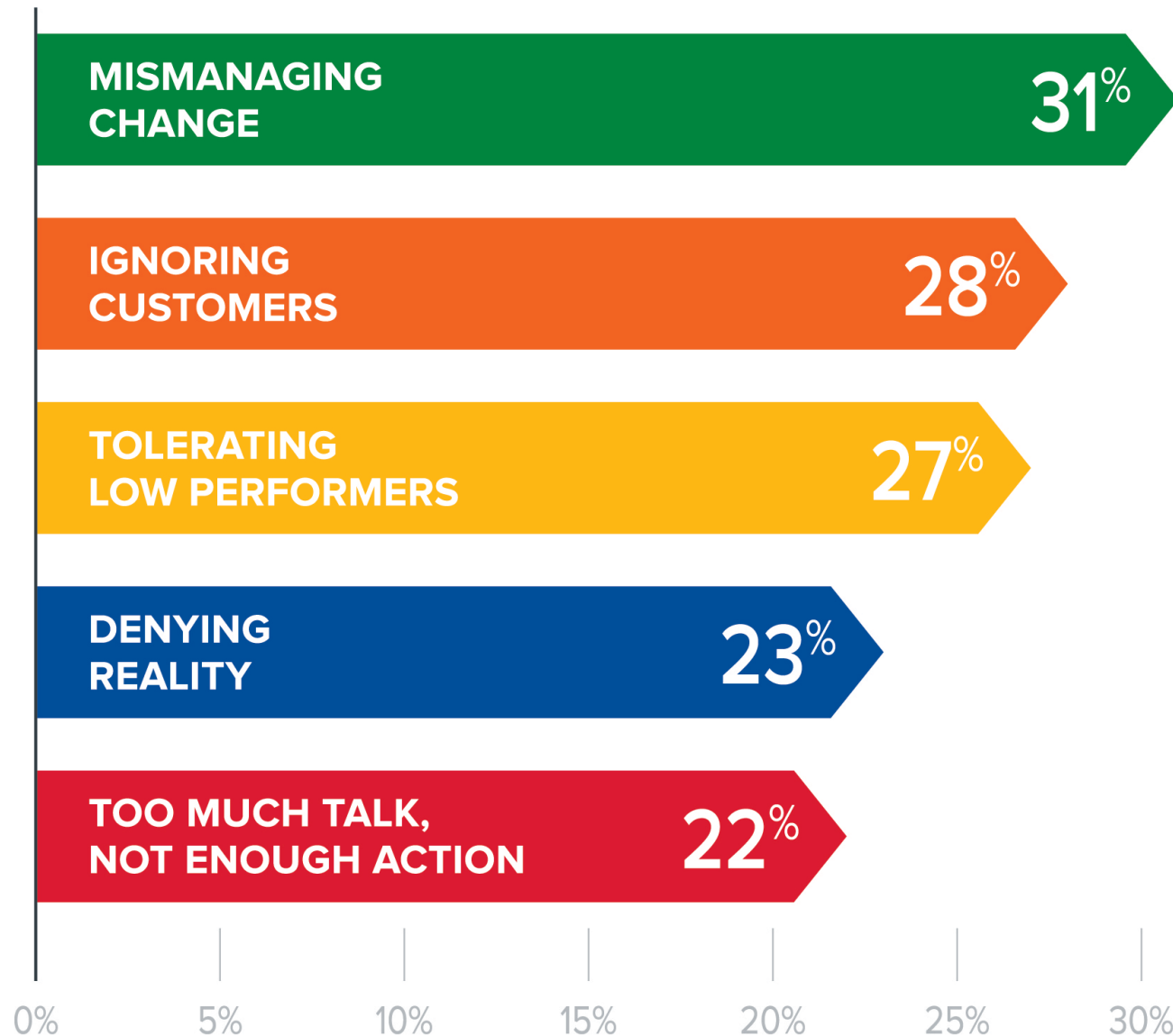
- Merriam-Webster Dictionary Online





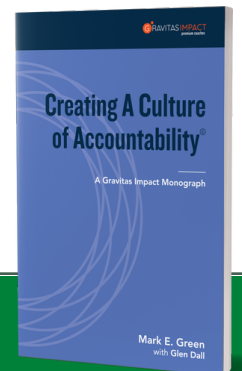
MARK GREEN
Business & Leadership Growth Coach

Why the CEO Gets Fired



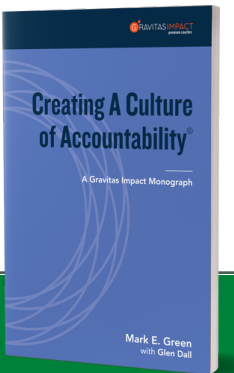
Source: Leadership IQ

Data from Leadership IQ - 2015



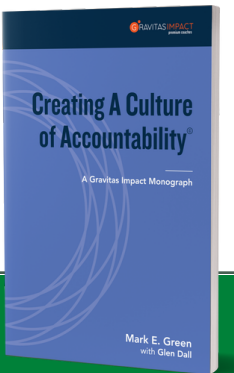
Accountable Behaviors

1. Being Anticipatory and Proactive



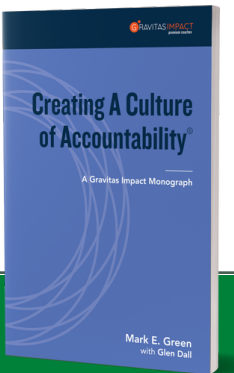
Accountable Behaviors

2. Being Results-Oriented



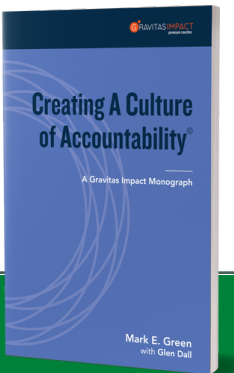
Accountable Behaviors

3. Engaging in Disciplined Planning



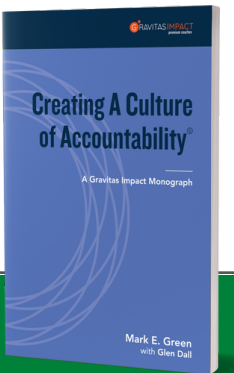
Accountable Behaviors

4. Holding Yourself and Others to High Expectations



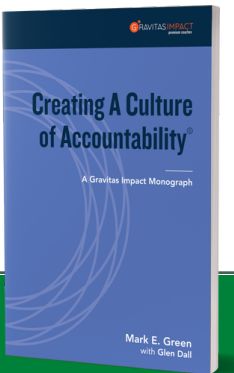
Non-Accountable Behaviors

1. Finger Pointing



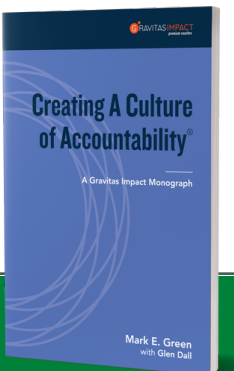
Non-Accountable Behaviors

2. Withholding Information



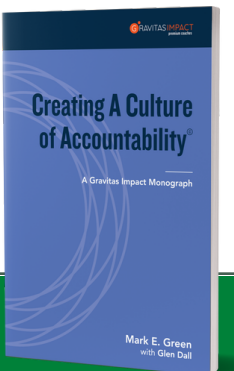
Non-Accountable Behaviors

3. Tolerating a “Non-Green” Status



Non-Accountable Behaviors

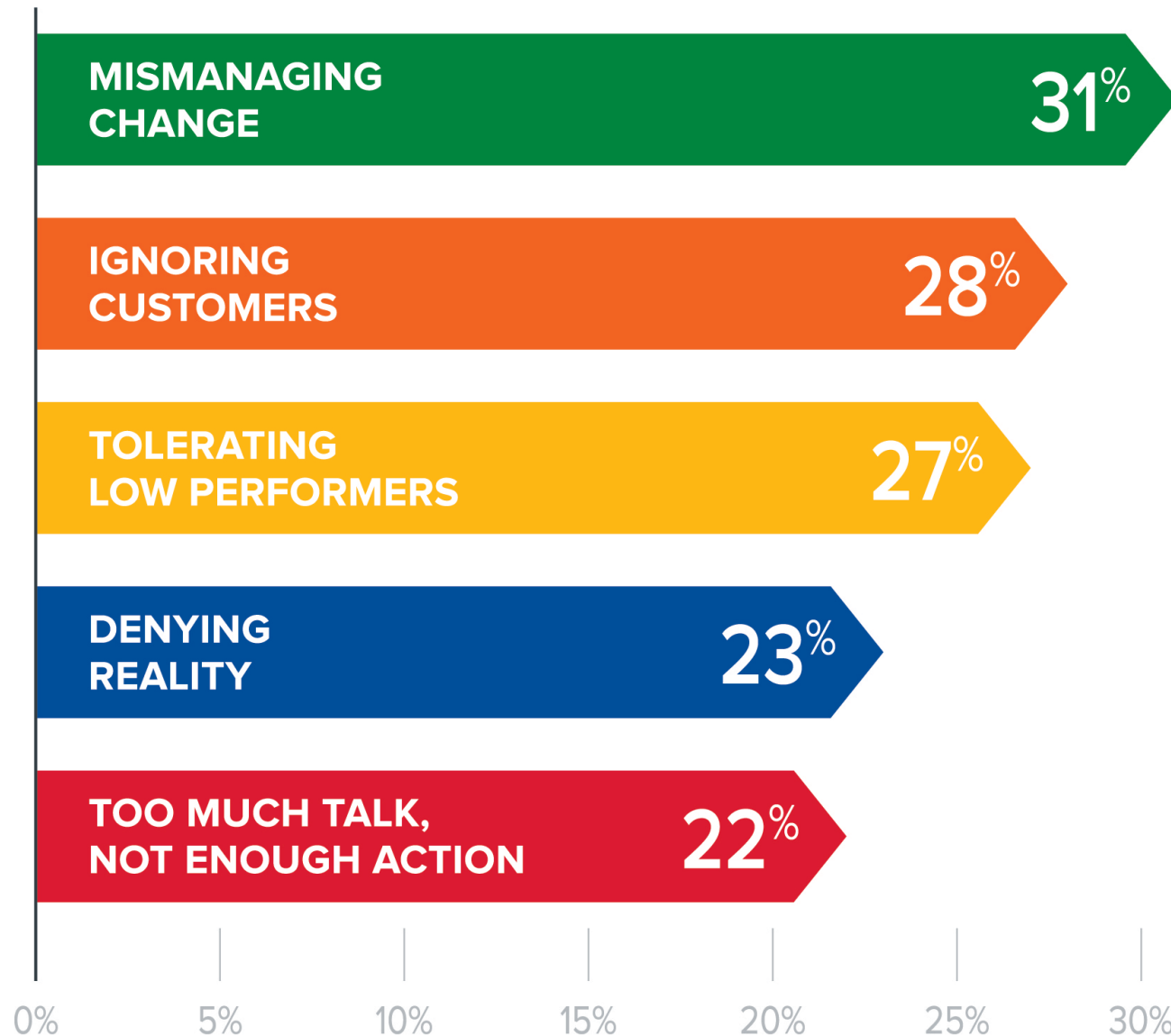
4. Being Slow to Respond to Changing Conditions





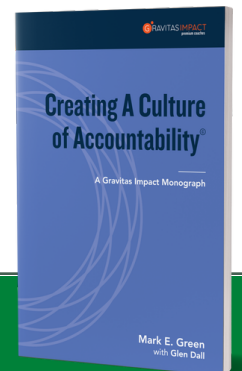
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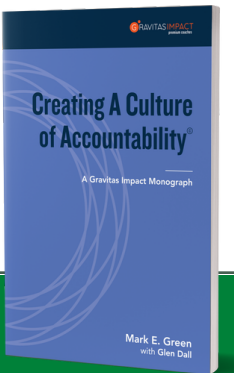
Source: Leadership IQ

Data from Leadership IQ - 2015



BIG IDEA:

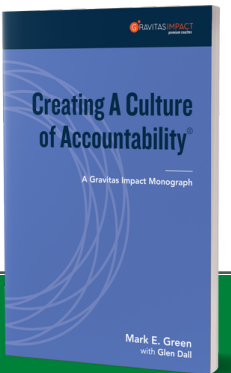
There Are Three Types of Accountability



Three Types of Accountability

1. Leading By Example:

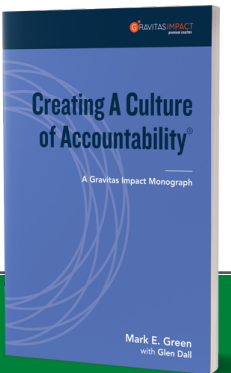
“Do I regularly exhibit accountable behaviors myself?”



Three Types of Accountability

2. Role Accountability:

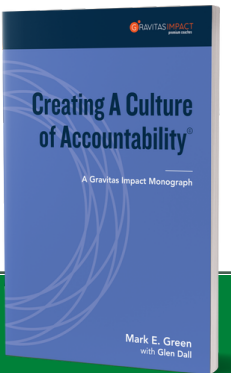
“Does every employee have outcomes clarity?”



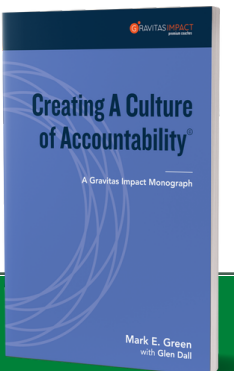
Three Types of Accountability

3. Process Accountability:

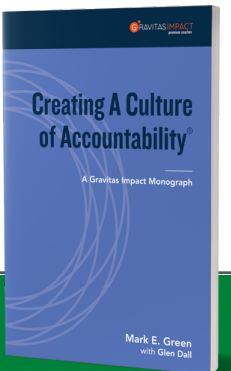
"Are accountability elements built into our leadership, planning, and execution processes?"



How to Implement Role Accountability



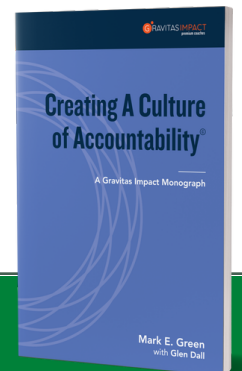
What are the results you are paid to deliver through your role?



Role Accountability

Role Accountability Card Process

- Focus on Results, not Activities
- Create by Role, Not by Person
- What your role funded to deliver?
- Prioritize, then Identify the #1 KPI
- Share & Discuss as a Team



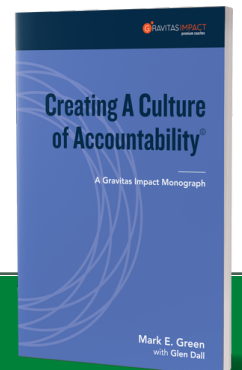
Role Accountability

Role Accountability Card Example

Operations Leader (COO)

KPI – Gross Margin \$\$

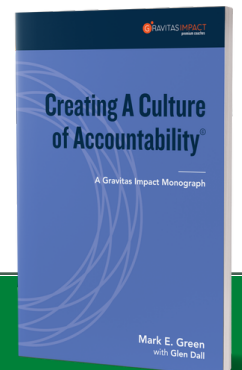
- Gross Margin
- Customer Satisfaction
- "A" Players on Operations Team

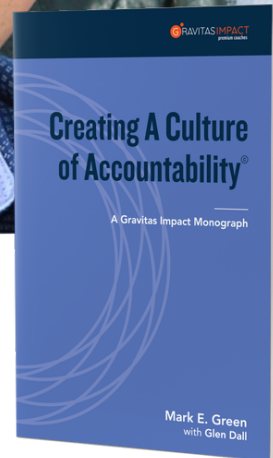


The Upward Spiral of Momentum and Growth



MARK GREEN
Business & Leadership Growth Coach





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