

Visible Personal Accountability Is Critical To Business Success

In today's business world, being a personally accountable organization is more valuable than ever before. The average consumer has his hands full just trying to pay the mortgage. Often, consumers complain that they have no confidence in the government, in banking, or in big business because these industries lack personal accountability. Where personal accountability is maximized, consumer confidence is increased. This increase in consumer confidence leads to the result every business is seeking to obtain; a healthy profit. Show a person that a business takes responsibility for its actions and decisions, and that person begins to trust.



Locate the Personal Accountability in Your Business – In any business, the people working on the bottom level tend to have the most visible accountability system. This is standard practice because the newest employees often need the most oversight. Moving up in the chain of command, that visible system of accountability seems to disappear.

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Exceptional Leaders...Foster Employee Engagement

An engaged employee is someone who is motivated, finds personal worth in his or her work and is committed to the accomplishment of goals. They consider their contribution to the organization as essential to achieving organizational goals. Exceptional Leaders know that effective leadership is the key to developing and maintaining employee engagement.

Typically, 50% of employees are engaged, 30% not engaged and 20% disengaged. Research and common sense say that companies with more employees engaged are more successful, have higher productivity, have better customer relations, and have a more positive organizational culture.

CULTURE
VALUES
BELIEFS
STORIES

Thought Provoker

- Are your employees enthusiastic about what they do, or are they resigned, going through the motions, or acting powerless?
- Do your employees have all of the training and resources needed to do their jobs effectively?
- Do you clearly communicate what's expected of employees, what the company vision and values are, and how the company defines success?
- Do you, as a leader, project enthusiasm and tell employees how they personally play a vital role in the company's future success?
- Do you know your employees, especially their goals, their stressors, what excites them, and how they each define success?

Exceptional leaders know that they must promote employee enthusiasm about their jobs and the organization. ◆

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One Minute Ideas

Ideas For Motivating The Workforce

Personal recognition is one of the most effective ways of motivating employees toward top-notch performance. Author Don Martin offers these strategies:

Confer meaningful titles. It costs little to give an employee a title and provides recognition. The key word, though, is meaningful. The employee and others will recognize when titles are hollow.

Create an honor wall. Achievers are recognized by having their names added to publicly placed plaques or having their photographs included in an honor wall.

Report achievements in the company newsletter. This doesn't necessarily mean reporting only the obvious milestones, such as promotions and sales performances. Features that herald "unsung heroes" also are effective.

Offer wall plaques and framed certificates. Presenting these awards at public ceremonies is an effective way of recognizing good work. Recipients usually display these - providing ongoing motivation.

Provide the personal touch. Don't underestimate the value of a personal note or word of thanks or appreciation.

~ Don Martin, *TeamThink*, Dutton/Penguin Books USA, Inc., New York, NY 10014

Sarah C. Meaker, Ph.D., president of Meaker & Associates, is a business development expert who provides solutions for your toughest business issues. For a complimentary 1 hour analysis and coaching session please contact Sarah Meaker 941-773-5349 or Sarah@MeakerandAssociates.com Institute of Dynamic Leadership is seeking qualified applicants

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This lack of visible accountability is the reason that mistakes go unnoticed until a corporate catastrophe occurs. If we look at the CEOs, at the very top of their business, it is easy to see that success is measured in personal accountability.

The fear of admitting to a mistake or facing the consequences of a poor decision does not influence someone who understands personal accountability.



Leading by Example – Do as I Do –

Leading the business by example is the first step in incorporating personal responsibility as a visible management technique. A CEO who takes the time to admit mistakes and who strives constantly to better himself/herself is the person who leads effectively. A CEO who does not “pass the buck” to management when a complaint comes in is the leader that gains loyalty from both customers and employees.

Creating the Consequences – Creating consequences for those who lack personal accountability is crucial. A negative consequence, especially a consequence for refusing to accept responsibility for inappropriate actions, is an excellent starting point for growth. A warning letter or a quick meeting can be just the catalyst that a person requires to steer them toward self-improvement. Each member of the organization who is pushed to improve is a member who benefits the whole.

Rewarding Excellence in Personal Accountability – Rewarding personal accountability is another excellent step in creating a visible system. A mistake does need to have a consequence, but reminding management to reward those extra efforts is also essential. When an employee takes personal responsibility for their portion of the workload, they are vested in the business.

Personal accountability has to have benefits in order to become an accepted behavior in the corporation. Rewards can be small; a quick “thank you” or a pat on the back can reinforce the behavior of personal accountability.

Reaping the Benefits of Personal Accountability – Implementing a visible system of personal accountability eliminates those who are unable to see themselves as an integral part of the team. The system allows management to weed out those who cover mistakes or pass the blame since both of these practices decrease morale. Rewarding employees who shoulder responsibility, lead by example and express loyalty, all blends together to create an organization that is personally accountable, from the top to the bottom. ♦

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“Personal development is your springboard to personal excellence. Ongoing, continuous, non-stop personal development literally assures you that there is no limit to what you can accomplish.” - Brian Tracy