

ACCOUNTABILITY 101

HOW TO IMPROVE YOUR ACCOUNTABILITY

One of the biggest problems we face every day is being accountable for the changes we want to make. We simply don't do the things we say we will accomplish. We set out on a daily course that turns into a hamster wheel, and unfortunately, the end of today looks a lot like yesterday. We start with the best intentions to get the most critical tasks done each day in our businesses. But somewhere along the way, we get interrupted, delayed and taken off track by people and things around us. Somehow we end up doing the same thing over and over again and expect different results.

DOES THIS SEEM FAMILIAR?

- You are overwhelmed by the number of tasks that you need to do daily
- You have difficulty dealing with too many projects to complete at one time
- You can't prioritize what is most important, and this freezes you
- You are constantly interrupted
- Things take longer than you thought to accomplish
- You would rather do it yourself than delegate to others
- You are always working, and there seems to be little downtime for personal activities

HERE ARE THE STEPS TO TAKE TO BE MORE ACCOUNTABLE TO YOURSELF AND GET EVERYTHING ON YOUR LIST DONE EVERY DAY.

STEP 1: LIST ALL YOUR CHALLENGES

What is your biggest challenge (or challenges) in each of the following areas?

Sales and Marketing

Leadership and Management

Finance and Money

Providing Excellent Customer Experience

Personal and Team Productivity

What gets in the way of your being accountable for the things you want to accomplish daily?

STEP 2: PICK YOUR CHALLENGE AND GOAL

From the list in step 1, pick one challenge you want to focus on and list it here:

What is the goal for overcoming this challenge?

What are the three critical success factors that are important to accomplishing this goal?

In other words, what specific things have to happen to achieve that goal?

1

2

3

For each critical success factor, what is the first action you need to take to achieve it?

Critical success factor 1 action:

Critical success factor 2 action:

Critical success factor 3 action:

STEP 3: YOUR TO-DO LIST

If you want to be more accountable and get more done, then you need to be ruthless in your prioritization of your to-do list in these categories.

IF A TASK IS

URGENT AND IMPORTANT:	DO IT NOW!
URGENT AND NOT IMPORTANT:	DELEGATE IT TO SOMEONE ELSE!
NOT URGENT AND IMPORTANT:	SCHEDULE IT TO BE COMPLETED AT A CONVENIENT TIME!
NOT URGENT AND NOT IMPORTANT:	DELETE IT FROM YOUR LIST!

NOW TAKE YOUR TO-DO LIST AND CATEGORIZE EACH TASK WITH THE CORRECT LABEL.

Of all the things on your to-do list, what is the most important to get done right now?
