



## Holding People Accountable

### The Story of Accountability:

Four people, Everybody, Somebody, Anybody, and Nobody, failed to take responsibility for a task. This led to inaction and blame, illustrating organisations' common lack of accountability.

### What Does Accountability Mean?

- Accountability is about ensuring individuals meet agreed-upon goals and standards.
- Many managers struggle with this, fearing confrontation or discontent, but avoiding accountability can harm team performance.

### Pros and Cons of Accountability

- **Pros:** Increases engagement, morale, and job satisfaction.
- **Cons:** Misinterpreted as control can lead to resentment and decreased productivity.

### Strategies for Accountability

#### 1. Lead by Example:

- Demonstrate professionalism and a positive attitude.

#### 2. Set Clear Expectations:

- Communicate specific quality and deadline expectations to avoid assumptions.

#### 3. Establish Performance Standards:

- Use SMART goals to define targets clearly.

#### 4. Obtain Commitment:

- Ensure team members agree to their roles and goals, linking them to organisational success.

#### 5. Follow Up:

- Schedule regular check-ins to monitor progress and maintain accountability.

#### 6. Assess Performance:

- Praise successes and address shortcomings collaboratively.



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### **Workplace Example:** Improving Project Accountability

**Scenario:** A marketing team is launching a new product campaign to enhance accountability.

#### **1. Lead by Example:**

Team leader Sarah meets her deadlines and communicates openly.

#### **2. Set Clear Expectations:**

- In a kick-off meeting, Sarah outlines specific goals:
  - i. Content Creation: 3 blog posts due in 2 weeks
  - ii. Social Media Strategy: Plan due in 3 weeks

#### **3. Establish Performance Standards:**

- Introduces SMART goals for clarity on tasks.

#### **4. Obtain Commitment:**

- Team members verbally commit to their responsibilities.

#### **5. Follow Up:**

- Sarah schedules weekly check-ins for progress updates.

#### **6. Assess Performance:**

- After launch, she praises successes and discusses challenges with underperformers.

#### **Outcome:**

- The campaign launches on time, improving results and fostering a culture of ownership.

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*Need help taking the first step toward stronger accountability?  
Get in touch, today!*