



Driving Accountability

Below are some steps that can be taken to drive accountability within your team.

Create 100% Clarity Around What Is Expected Of Each Employee

In order to drive results, you must have a system for generating clarity around what is expected of each employee you employ. When expectations are not clear, employee morale is destroyed and results are diminished.

How do you ensure clarity exists? Turns out it is fairly simple:

1. For each employee write down the top 3-5 **key responsibilities** you expect that employee to deliver. Try to be as detailed as possible. Remember we are striving for clarity here. We've provided an accountability chart that you can use as a template [here](#).

**Clicking on the link above will open a spreadsheet which you can download and use...if you have any issues, feel free to email john@envisionable.com.

(Enter the role or title below)	(Enter the top 3-5 key responsibilities below)	(Enter the name of the individual filling this role)	(Enter a KPI for each key responsibility)	(Enter the target for the KPI which clarifies what defines success)
Role	Key Responsibilities (add up to 5)	Who	KPI (Key Performance Indicators)	Target
VP of Sales	Recruit new sales talent	Bob Jones		
VP of Sales	Manage and coach current sales reps on their sales pipelines	Bob Jones		
VP of Sales	Optimize current sales process and drive improvement	Bob Jones	Overall close rate	20%
VP of Sales	Defining Strategy	Bob Jones		
VP of Sales	Closing Business	Bob Jones		

2. For each responsibility, attach a KPI (key performance indicator) which can be used to measure the successful execution of that responsibility.

To learn more about KPIs go [here](#).

3. Ask each employee to also do steps #1&2 above.
4. Meet with the employee and compare notes. This a really important step which will reveal any areas of confusion.
5. Revise the list based on your discussions and determine a new list.
6. Meet weekly / monthly to review the employees KPIs (see point below).

This process will ensure you and your employee are on the same page regarding your expectations and how success is measured. This process **alone** will eliminate a ton of issues.

Key Takeaway – Meet with each employee to clarify each employee’s key responsibilities and KPIs (key performance indicators).

100% Alignment Between What Is Expected Of Each Employee And Their Strengths

Now, it may turn out that your and your employee don’t agree on the key responsibilities.

Be careful here.

Often, an employee won’t feel comfortable telling you that they disagree with a key responsibility you have assigned to them (this is why developing separate lists is important).

Employees may feel that they don’t have the skills to perform the key responsibilities well. It may not align with their strengths. If that is the case, you’ll see this show up in their KPIs.

Make sure you dig into any lack of alignment around the responsibilities.

Key Takeaway – Make sure each employee’s strengths are in alignment with the key responsibilities you are asking them to take on. Dig deep here and be open to any resistance to take on any responsibility.

A System Of Check-Ins To Drive Accountability

Lastly, you need to check-in with the employee to ensure they are successfully executing on those responsibilities.

I have had many conversations with business owners about poor employee performance.

Here’s how it typically goes....

The owner is frustrated with an employee, but he has not shared those frustrations with the employee. In real simple terms, the employee is not meeting expectations.

The frustration builds over time. Employee performance continues to decline until either the employee leaves or the owner gets so frustrated, that they fire the employee. Not a great outcome.

Meeting weekly 1 on 1 with your direct reports **is the only real way to properly manage people**. Period. Managing people is hard and takes time and focus. Not doing so and you are asking for trouble.

You need to record those interactions so you can make an honest assessment of the employee’s performance.

Key Takeaway – Make sure each employee is involved in a weekly 1 on 1 to review their KPIs.

Clarity, Alignment and Superior Execution Is A Cycle

This business operating system can help your business drive results. Expectations are **clarified**, the team is **aligned** around the expectations and their strengths and **execution** is monitored against those expectations.

Not generating superior results in your business? You need a business operating system.

Need help? Contact us for a [FREE 15 minute strategy call](#) to see if we're a good fit.