



The Accountability Training® Company

# Accountability Community™

## NEWSLETTER

AUGUST - SEPTEMBER 2008

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## Accountability is the Answer! by Roger Connors & Tom Smith



Roger Connors  
Co-Presidents  
Author



Tom Smith  
Co-Presidents  
Author

These days, every dollar spent on training has to show a return. Business leaders are looking for training that works—training that helps them produce the results they are being held accountable to achieve. That's why training on accountability is the answer to producing immediate impact and results that bring a difference straight to

the bottom line. Increasing the level of personal and organizational accountability FOR the results people need to deliver focuses the training application on what people are accountable to do in their jobs on a day-to-day basis.

For example, take Jennifer of the Women's Boutique (a real story, but a disguised name), a national women's clothing chain. As District Manager, she never did well in the company-wide annual women's Suit Sale. In fact, she was often the lowest performing District. She determined that all of that would change this year. With some insight gained from training by her Regional Manager, she knew that the biggest thing she was missing in her district was "accountability."

In the past, when her store managers explained why they were not getting the result, it was always the weather (too hot to wear a suit), the economy (people can't afford suits) and the culture (women just don't wear that many suits)! And she always bought into these explanations.

Based on her new understanding of what it means to hold someone accountable, Jennifer went to work in her District. First, she thoughtfully determined what she wanted to have happen in each of her stores. Then she met with each store manager and explained what she wanted to achieve and got them on board. Finally, she did something that she did very little of in the—she inspected what she wanted by going out to each store in the District during the sale.

Her efforts paid off. Jennifer was recognized by the company at the conclusion of the 4-week period as the top performing District in the annual Suit Sale! The transition from last place to top performer was huge and everyone in the company took notice.

Jennifer applied the steps of what we call The Accountability Sequence™ to hold her team accountable in the positive principled way. A way that motivates people to embrace accountability and to make sure others are doing the same. This

From the company that brought you the best selling book and classic read on Accountability...



## 7,000% Return on Equity Investment

Alaris Medical Systems, which was a merger between IVAC and IMED, was not on track to hit its numbers for the 12th quarter in a row. The stock price had declined to .31 cents/share and Dave Schlotterbeck, the CEO, and the Board of



David Schlotterbeck  
CEO, Alaris

Directors was worried. Dave had been involved in several turn-arounds, but this one was tough. Dave brought in Partners In Leadership and implemented Accountability Training® with huge impact. In just three years, the stock price grew to an amazing \$22.35 a share! Read more about how Alaris Medical Systems used Accountability Training to achieve these results and watch Dave talk about their story and the impact of the training on their success.

» [Watch Dave Now](#)

## THE THREE TRACKS TO CREATING GREATER ACCOUNTABILITY™

the self track »

the culture track »

the others track »

How do you hold others accountable in a positive way that produces the desired results?

kind of accountability builds morale and helps people feel good about their work, their boss and their organization.

The Accountability Sequence is the central model to the new training that we offer as the "Others Track" in the Three Tracks to Creating Greater Accountability™. You can learn more about The Accountability Sequence and holding people accountable the positive principled way by visiting our website, attending our upcoming complimentary Author Webinar or by experiencing the entire one-day training by attending our public Accountability Conference being held in November of this year. Based on two decades of working with

this topic, we remain convinced that accountability is the answer to improving performance, achieving results and building positive morale at every level in the organization.

### Video Clips

Watch a video clip of the authors from the ASTD tradeshow talk about holding people accountable the positive principled way.

» [Begin Now](#)

## Partners In Leadership First Annual Accountability Conference

November 6-7, 2008 – Annapolis, MD.

Jointly sponsored by Partners In Leadership and Anne Arundel Community College, the first ever Accountability Conference is being held this year in Annapolis, Maryland. The conference will showcase how to hold others accountable the positive principled way by featuring The Accountability Sequence Training now being offered by Partners In Leadership.

The day-and-a-half conference will include the full-day training on holding others accountable, a Q&A session at dinner with industry practitioners, a client presentation showcasing a local success at American Sugar Refining Plant the next morning, a presentation of the best practices for the Culture Track to creating greater accountability and an overview of the technology and methods included in the Three Tracks to Creating Greater Accountability. Come and join us for a results-focused day-and-a-half look at the new methodology surrounding accountability by Partners In Leadership, the premier provider of Accountability Training® services around the world!

» [Learn More](#)



## EXCLUSIVE!

### Author Webinar – Sept. 10

Learn more about why **ACCOUNTABILITY IS THE ANSWER** in this popular "complimentary" one-hour Webinar by the bestselling Authors. In the webinar you will benchmark the best at accountability, see what others think with real-time polling, learn the Best Practices around Accountability, and have the opportunity to ask the Authors questions...

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## Upcoming Events

### AMEDIRH - Mexican Assoc of HR Management »

World Trade Center, Mexico City  
Sept 24-25

### Partners in Leadership Accountability Conference »

Annapolis, MD  
Nov 6-7

## Complimentary Webinars

Author Webinar - Aug 20  
Author Webinar - Sep 10

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## Public Workshops

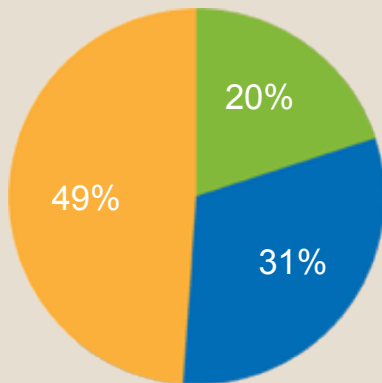
Dallas, TX - Sept 16  
San Antonio, TX - Sept 18  
Detroit, MI - Sept 25  
Arnold, MD - Sept 25

» [Learn More](#)

## Reader's Poll

### Last Month's results

As you can see from the polling results\* below, there is a need for greater accountability at a personal level. However, the greater need seems to stem from our interactions with others as we work to hold each other accountable to achieve results.



49% of respondents said: People at all levels of the organization need to collectively demonstrate greater accountability in all that they do

20% of respondents said: People need to take more personal accountability for their work and results

31% of respondents said: People need to do a better job holding each other accountable (peer to peer, boss to subordinate, employee to vendor/supplier, etc...)

\* Polling data is based on 5 different anonymous polls taken from March 08 to July 08 involving 242 people.

### This Month's Question

When it comes to meeting deadlines, I would characterize my organization as having (select one):

- The "Get to it Tomorrow" Culture**  
(People don't take deadlines seriously. Others are left to continually ask the Question, "Is it done yet?")
- The "I'll Try My Best" Culture**  
(People agree to deadlines, but see them more as goals that they will do their best to accomplish, rather than commitments to deliver)
- The "Whatever is Most Urgent" Culture**  
(People work to meet deadlines, but whatever comes up as most important is what gets the attention, even at the peril of deadlines)
- The "We Do What We Say" Culture**  
(People commit to deadlines with a serious intent to make it happen, even in the face of interruptions and roadblocks.)

Read the results in next month's newsletter and learn about the impact of each Cultural type.

\*Note: your responses are anonymous and will be tabulated in the aggregate.

## How Accountable Are You?

Choose from an assortment of accountability assessments and see where you and your organization stand

» [Begin Now](#)

## Accountability Community™

Join the Accountability Community today and enjoy these benefits:

- Receive the monthly newsletter
- Receive occasional email notices of upcoming accountability events
- Have access to:
  - Accountability White Paper
  - Video of Authors at ASTD 2008
  - Self Assessments
  - Organizational Accountability Assessment
  - Training Samples

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