

Coaching for Accountability



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Accountable Versus Accountability?

Accountable: Being Required to Explain Actions or Decisions to Someone.

After the fact, administering consequence,
not a coaching conversation.

Produces: Stress
Fear
Punishment
Damaged relationships
Finger pointing.

Accountability: Committing to a Clear Course of Action.

Occurs on the front end before the outcome is known through a coaching conversation.

Why is Accountability Important?

- Builds motivation, a sense of purpose.
- Performance improves.
- Develops employees.
- Builds trust.
- Strengthens relationships.
- Remote employees necessitates personal responsibility.

Starts With the Coach

- Do you model accountability behaviors:
 - Do what you say you will do,
 - Communicate clear expectations,
 - Meet your commitments,
 - Set a good example,
- Do you facilitate a clear conversations?
- Do you accept responsibility or place blame?
- Do you follow up on others commitments?

1. Clear Expectations

- From both coach and other person.
- *Define the Topic and Needs* (Step #2 in our 8-Step Coaching Model)
 - Needs are expectations of the coach and for the other person in the current situation.
- Visualize (a picture of what it will look like, it's what the other person sees, not what we said). Ask, don't assume.
- Clearly understood by both people.

Why Visualize?

Psychologists have proven that we can communicate more clearly by providing a mental picture of what we are requesting.

(visual association)

Example: *When I walk through the store our customers will all be smiling and enjoying their shopping experience with us.*

2. Specificity

- **Quantify** when possible.
 - *Your customers will rate you at least 9 out of 10 on how well you answered their questions.*

When you can't quantify,

- **Qualify** the conditions that will exist when expectations are met.
 - *When others read your business plan they will comment on how easy it was to read and understand.*

Avoid vague words: “do a good job”, “keep our customers happy”.

3. Commitment

- *Get a Commitment*
(Step #5 in our Eight-Step Coaching Model)
 - Ask
 - Watch
 - Listen, what is the nature of their verbal signature?

Commitment avoiders: Soon, Try, and
Might

4. Scheduled Up-Date Discussions

- Don't wait until the end.
- Establish a schedule and keep it.
- Define critical red flag that if occur need an immediate discussion.

The Accountability Riddle

1. Clear Expectations

2. Specificity

3. Commitment

4. Scheduled Up-Date Discussions