THE SKILL OF LOVING ACCOUNTABILITY

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THE PARADOX OF ACCOUNTABLITY

- The paradox of accountability is that when you are accountable to the important things that will bring you closer to your goal, you actually have more freedom.
- Accountability is not punishment.
- Accountability is Look, See, Tell the Truth and Take Action.
- Finding an accountable environment where a manager, a coach, a peer, or a spouse will hold us accountable when we can't do it ourselves is one key to success.
- When we are accountable, we make a promise to ourselves or someone else.



MAKING A PROMISE

- A promise is your word that you will take action in physical reality. It says: "I
 guarantee this will be done." When you set up a promise you create an energy
 imbalance.
- Example: Let's say you tell your best friend you'll take him or her to dinner next Wednesday night as a birthday present. That creates a tension, the expectation of something yet to be done. When you put your word out before you, you create a gap that can only be closed when you do what you said you would do. Once you are at dinner on Wednesday with your friend the tension resolves and the energy field is balanced.
- When we produce a gap with a promise, we are pulled forward to close it.



WHAT IS THE EFFECT OF NOT KEEPING OUR PROMISES?

- When we don't do what we said we would do, we're left with the tension of incompletion. Unfulfilled promises are energy drains because we expend more energy keeping a gap open than we do when we resolve it. You become physically, emotionally, and spiritually tired. Each unfulfilled promise draws energy to it and makes it more difficult to move ahead. It does not matter with whom you made your promise: not keeping your word is what creates the energy drain.
- Once you have discerned your authentic actions, you make a promise by when they will be complete. Completing them closes the gap and resolves the tension. The bridge between you and your goals and dreams are the promises you keep.
 Unfinished business weighs you down. But keep your word on your authentic actions and you gain the energy to bring your dreams into physical reality.





- For many people, accountability is synonymous with suffering the consequences of unmet expectations. "If no one is going to be punished for mistakes, failures, and unmet expectations," they ask, "what difference does accountability make?" It should come as no surprise that people who perceive accountability this way as something forced upon them when things go wrong—tend to shy away from taking greater personal accountability.
- Accountability implies consequences, but those consequences are both positive and negative.
- Have you ever doubled down hard on stricter diets, higher goals, training harder, punishing yourself? How did that work for you?
- Have you ever doubled down hard on a worthy goal and reached it with relief and exhilaration?



Responsibility is Empowering people to create change, while Accountability describes Constraints through which it is to be accomplished. And the sweet spot is having clarity on both.

If we are honest with ourselves, when we micromanage others what we want is for them to be responsible for our plan.

Responsibility and accountability are meaningless unless there is clarity on agreed upon outcomes. Think goals and life intentions.

ACCOUNTABILITY NEEDS TO BE SMART

If you are accountable for an outcome, it's best to be measurable which means numerical. (The word "count" is the key to "accountable.") For instance, if someone is accountable for prospecting, .contacts, leads, appointments and sales need to be counted.

If someone is accountable for the profitability of their business, they would count production and cost more than sales price.

When there is no accountability, no one knows what is not working or how to fix it.

Example: as coaches, we don't know how to help you if you are not filling out your numbers tracker.

Smart Goal: specific, measurable, actionable, realistic, timed.



Your Clients

Your Broker

Your Family

Your Peers

Your Coach

And most of all, to yourself

WHO MIGHT YOU BE ACCOUNTABLE TO?



START WITH BOOKEND ACCOUNTABILITY

- If you were to ask to be accountable to get up at a certain time, what would that do for you?
- If you were to ask to be accountable to go to bed at a certain time, what would that do for you?
- How would you create the guiderails around the accountability? Tell others about it? Set reminders and alarms. Have an anchor! An anchor is something that associates an external experience (like a favorite song) with an action. Think Pavlov's dog. Everytime you hear the song, you leap out of bed, or your start your lead generation, or you fill out your numbers tracker.



AS COACHES, WE REQUEST YOU BE WILLING...

Part of our role is to remind you of *your* promises. Coaches do not impose guilt and punishment. You are the one responsible for moving forward. You are the one who sees the tension of not keeping a promise. When you are making agreements and not keeping them, where else does this happen in your life?

Are you making promises to make other people happy or are you being authentic in your promises?

When you don't do what you promised, "Are you moving closer to your goal or further away?" This is your chance to look, see, tell the truth and take action.

