

# Are You Accountable?



**Scott Stroud**

Duh. Dumb question. You're accountable to everyone – your customers, your homeowners or residents, your boss (or employees), your spouse...

That's the thing about us A- Personalities – we take on everything we need to handle to keep things moving ahead. In the end,

the buck stops with us.

Too often, though, we let ourselves slide. We don't hold ourselves accountable to get done what we really can. We give ourselves permission to slack, to make excuses. And try as you will, there's no getting over this – we are each our own worst manager.

So, want to get more done this year? Are you determined to stop procrastinating or overcome the 'paralysis of analysis?' Then find an Accountability Partner.

An accountability partner is someone that will hold your feet to the fire and make you perform to your personal best – and expect you to do the same for them. They won't accept your excuses and know you won't put up with theirs. You become, in effect, each other's 'personal trainer' for business, maybe even each other's conscience when it comes to performance and getting things accomplished.

Just think of the projects that you could have completed if you'd had someone else to answer to; someone who wouldn't take, 'I've had a hard week; I'll put this off until Monday' from you. How much more could you have gotten done? What would be the value of having these projects finished and performing for you now?

It's been said that what we measure tends to improve. When we submit our own performance to the measurement and scrutiny of someone else, the improvement can be substantial. When you've got someone that you know is going to call you at 5:00pm and ask you specifically if you've reached your goal on a certain project for the day, you'll be much more motivated to get it done.

## **How to work with an Accountability Partner.**

1. Choose a partner who won't let you get away with making excuses. Your partner doesn't have to be in the same office, or even the same city. They just need to be available and committed to your success.
2. Tell your partner what you need to do at the beginning of every week and at the beginning of every day. Then, report to each other at the end of each day. That way your partner understands what you should be doing and won't let you rationalize your way out of completing your task
3. Make sure your performance goals are realistic. If you're having trouble getting things done, trim a project down into smaller chunks. That allows you to give a positive report for each call.
4. Be honest with each other. If you see your partner is trying to do too much or get away with underperforming, then call them on it. Help each other set lofty, yet realistic performance goals.
5. Reward performance. Be an encouragement to each other. Celebrate your achievements and successes when daily or weekly goals are met, or when a project is completed on time. A good 'ataboy' goes a long way to inspire confidence and increase personal performance.

## **Benefits of an Accountability Partnership.**

The most obvious benefit is that you'll get more accomplished. But there's more. There's the feeling of accomplishment itself – the euphoric feeling created by the release of endorphins every time we cross a task off our list. Ahh!

After working with an accountability partner for three years author Amber Singleton Riviere wrote that the benefits she realized were more than just the work performed. Among the 'extras' she listed:

Greater Mental Focus. "I've become a lot more targeted with my efforts. I concentrate more and more on moving the big rocks, rather than counting the hours I've clocked or getting bogged down in busy-work. For each call, I want to have something to report."

Stick-to-itiveness. "I used to jump around way too much to see any kind of success. While I still start new things on a regular basis, I've become much more dedicated to seeing current projects to completion (or at least to a steady pace toward success) before venturing into new territory."

Keeping Honest. "There are times when it's easy for me to talk myself into doing something that might not be the best choice. My accountability partner calls me on it and forces me to be real with myself about my intentions."

Results Oriented. "We've both learned to focus on making progress. We set our intentions, and once we finish what's on the list, we're done."

Fewer ruts. "My accountability partner and I have both had times where we've found ourselves stuck as a result of mental blocks or obstacles within our lives or businesses, but by working together, we're able to get through them much faster."

Balance. "Because we stay in tune with the overall vision we both want for our lives, we don't allow each other to get very far out of balance. We make sure to tell the other person to take care of the other areas of our lives. If we're struggling, we consider that it might be something outside the business that might be holding us back."

So, there it is: You'll get more done, find greater pride of accomplishment and more time for the really important things in your life if you find someone you trust – and that believes in you – to hold you accountable to what you both know you can do.

As modular and manufactured housing professionals, we're all partners in where this industry is headed. What can we accomplish if we each take that role seriously?



*Scott Stroud helps businesses automate their marketing and sales processes to better communicate their benefits to buyers. He is the co-founder of Builder-Radio.com, teaches and advises on sales, marketing, and social media, and offers sales and marketing coaching through The Selling More Homes Academy. Contact Scott at [sstroud@builderradio.com](mailto:sstroud@builderradio.com), or call 606-677-0447.*