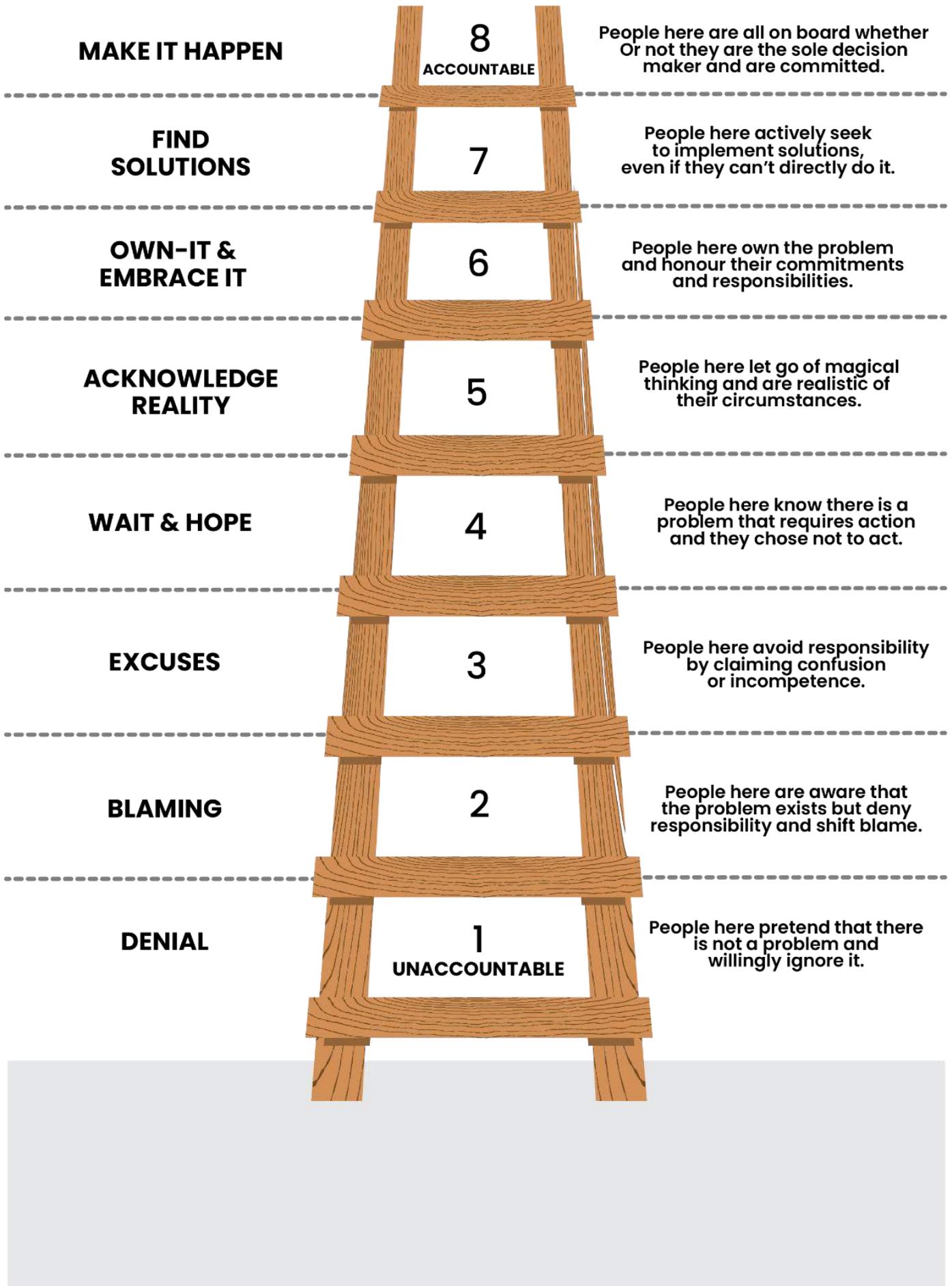


PRACTICE 
ACCELERATION
RAPID PRACTICE GROWTH



CREATE AN
Accountable Team
**THAT YOU NEVER HAVE
TO CHASE UP**

THE LADDER OF ACCOUNTABILITY



THE ACCOUNTABILITY CONVERSATION



PREPARATION

Team member name:

Task to delegate:

Deadline of task:

Date team member agreed to complete task:

Channel to report task in:

Training resources:

Issues they could encounter:

Opening:

Hi (name),
Can I borrow you for a second?
Sure

Delegate:

I have a task for you to work on.

I need you to (insert talk) eg. Have the video edits completed from Justin by Thursday.

(Link back to why it's important to do complete this task and how it fits in the bigger picture)

E.g. It's important to have fresh and creative going live every 3 weeks as this drives our leads.

Can you do that?

Sure.

THE ACCOUNTABILITY CONVERSATION



Make it real & schedule in their calendar:

Great, can you open up your calendar and find a time in one of your Sprints to work on this?

Sure.

Great. What day & time can you work on this?

Monday, 3pm.

Awesome.

Identify that the team member understands what success look like:

Great – Just so I'm clear – what is it that you need to do? And...

(Identify if they need any extra training or support to meet the goal)

Is there any extra training or support that you need from me to meet that deadline?

Great.

Identify any issues or roadblocks:

Are there any issues or roadblocks that you can foresee with meeting that Deadline? (offer hot tip, suggestion to speed up the process)

THE ACCOUNTABILITY CONVERSATION



Follow Through:

(Ensure they are accountability & deliver the work on time without you chasing them)

Perfect. Now how will you let me know once you've completed the tasks?
Eg: post in marketing sign off, schedule meeting?

(Ensure that you document that you are waiting back on this yourself and follow up within 5 minutes of not receiving it in person by approaching them in person to follow and re-start the accountability process again.)

The Close:

(End the conversation with something motivating)

Thanks so much name.

Can't wait to see it.