Without a Culture of
Accountability

YOUR BUSINESS COULD FAIL

SO WHAT ARE CULTURE AND ACCOUNTABILITY?

CULTURE

A culture is a way of life of a group of people, the behavior, beliefs, and values, that they accept, generally without thinking about them and are passed along by communication and imitation

COMPANY CULTURE

Company culture is the personality of a business. It defines the environment in which employees work, It includes the work environment, the company's mission, values, ethics, expectations, and goals.

Company Culture guides discretionary behavior, and it picks up where the handbook leaves off. Employees make hundreds decisions on their own everyday and culture is their guide.

What is **NOT** good Company Culture?

In his **HBR** article, "Make your Values Mean Something," Patrick Lencioni says; Your culture should not come through these three methods:

Accidental

this culture arises spontaneously without leadership intent or values associated with a past or present subset of the organization.

Aspirational

this a culture that you wish you were, but you are not.

Permission to play

this is a cookie cutter, non-differentiating that are just like everyone else

HOW DO YOU ESTABLISH THE RIGHT CULTURE FOR YOUR COMPANY?

- First recognize that your company already has a culture, but is it working for or against you?

- Culture should be one of the most important things on your agenda

- Understand no two companies have the same culture

- Your culture will either attract or repulse people.

- You will hire, fire, review, reward or recognize people base on your culture.

- Strong culture starts by knowing your core values… Establish a small set (3-7) of essential and timeless guiding principles, that define who you are and what you stand for

ACCOUNTABILITY

Webster says accountability; is the state of being accountable, especially a willingness to accept responsibility or to account for one's actions.

COMPANY ACCOUNTABILITY

Accountability in a company is an important aspect of the company culture

- *It creates ownership thinking and helps employees feel a sense of ownership in the success of the company.*
- *It clarifies your employees roles*
- *It helps employees see how their work contributes to the larger company.*
- *It boost engagement, and creates a sense of purpose and accountability.*
- *It causes employees to be in alignment with the company's values.*
- *It create an environment of transparency and communication in all measure of the business.*
- *It leads to a motivated and engaged workforce who will invest in the company.*

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HOW TO CREATE THIS NEW CULTURE OF ACCOUNTABILITY?

WHERE DO I START?

- Vision
- People
- Data (Scorecard)
- Systemize your Processes in your Core Business Competences
- Problem Solving
- Meeting Rhythms

VISION

- *Vision* is the start of defining culture, both personal and company vision, are important.

- *Personal vision* is the why for the business owner, it defines their expectations for owning the business in the first place.

- *Company Vision* is the why of the leadership team, not just the business owner. It is gets everyone in your organization 100 percent on the same page with where you are going and how you plan to get there

- With your vision in place, then you begin to define the culture of the company

- *Culture is the fabric of the vision, which is woven through the organization and its people.*

PEOPLE and CULTURE

Culture defines who are the right people for your company.

Don't build your Culture around your people, but your People around your Culture

People should be attracted by your organization's culture.

Right People have a very clear impact in everything from employee engagement to the company's success.

Company Culture, with Right People, is an intangible idea but one that provides very tangible results for a company.

THE RIGHT PEOPLE

The right people are those who work for your company that believe in and understand your culture, they are team players, they buy in, they contribute, and they have the same values.

Right people should be in the right seats (position) They have the right skills and ability to do the job they have been hired to do….They get it, they want it, and they get up every day excited about doing it. It is also important to have the right structure in place for your company.

RIGHT STRUCTURE

The *right structure* for your company starts with establishing the *right functions* for your leadership team and your employees. Establish the job functions need to operator your company, focusing on the responsibility, *but not people*. Once your functions are set, then *identifying the right people in those functions*.

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DATA / SCORECARD
Set clear and measurable expectations

You must Believe that:

- ✓ **What get measure gets done**

- ✓ **Managing a matrix or data save time**

- ✓ **Gives you a pulse for your business and provides the ability to forecast**

- ✓ **You must inspect what you expect.**

- ✓ **You can have a culture of accountability with high trust and consistency in the organization.**

SYSTEMIZE YOUR PROCESSES

Know your Core Business Competencies:

- What are the 6 to 10 core business competencies necessarily to run the company?
- Sales, Marketing, Customer Service, Finance, Internal Communications, Planning, HR, Employee Development, Information Technology, Operations
- Develop 5 to 7 written procedure for each competency, to develop a constant and consistent way to excute in your organization.
- Develop 3 to 5 scorecard measurables (SMART Goals) in these core areas.

SMART: Specific, Measurable, Achievable Relevant and Timely (have a timeline).

PROBLEM SOLVING

- **When problems/issues occur, how do you solve these?**

- **How do you identify the Real issues, discuss and find solutions?**

- **What is the format that you use to solve problems?**

MEETING RHYTHMS

- *What are meeting rhythms that you have established for your organization?*
- *What are the purposes for meetings?*
- *What are the frequently of your meetings?*

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MEETING RHYTHMS

Weekly Meeting are for :

Communicating internally, and sharing information and expectations.

Touching base on how things are going with Employees, Processes and Customers.

Identifing issues, discussing and solving these issue completly

Manage scorecards, and Review goals, to make sure everything is on track

Quarterly Meeting:

Establish and Review Goals and Objectives.

Meeting are a MUST, that occur on a weekly basis, on the same day and at the time.

With the at least Qtr. Meeting to set and review Goals and Objectives.

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THANK YOU!

Emory Ware

Emory.ware@tabjacksonville.com

904.595.7112