



Use of Accountability for Goal Success

Accountability is very important or critical activity to help people accomplish their goal.

The people involved include leaders helping their business and their clients, a group of family, friends, or colleagues working on a goal, and for individuals who want someone to help them.

The goal can relate to their personal life, job, and/or business. There are objectives and activities involved until the goal is reached, and there could be a follow up or a new goal.

What is accountability?

Accountability – is to be answerable for something and to someone.

The something can be a promise, making a decision, performing an activity, or others. The someone is you, another person, or a group of people.

Accountability is about people doing what they say they are going to do.

Accountability involves Leaders who are influencing people toward a goal. They can be some type of coach, trainer, medical staff, supervisor, and others. They want to improve their business and for their clients to succeed.

It can involve family, friends or colleagues working on a goal. They may or may not have a formal leader. They want to help each other succeed.

It can involve an Individual working by themselves. They want to succeed in accomplishing their goal.

NOTE: there are a few common aspects – anyone can be involved, there is a goal with activities, and people want to succeed.

When is accountability needed?

Accountability touches your personal life, and job or business.

A goal is something you want to achieve. It can have a specific end date such as running an organized marathon, or starting a business, or completing a company project. It could continue for the rest of your life such as maintaining a certain weight or expanding the business periodically.

The personal goals can include physical fitness, improve their financial situation, spiritual growth, and always work on your personal development.

Business goals, can include starting up, a new product or service, new location, a joint venture, or others.

Job goals, can include a promotion or a new career.

The goal and the activities can begin at any time of the year. I'll refer to Reason #3 later.

Accountability is not needed when there is no goal or objectives to accomplish.

When I went to the gym, I was not trying to lose weight, build muscles, or reach some fitness level. Like many people, I was “playing around”. I got a break from the work routine, talk with people, and felt a little energy lift after.

How many of you play around with something, no goal? We do not need an accountable partner.

When people have a goal, objectives, and activities to do, then accountability is important, or even critical to their success.

Why do people tend not to do what they say they are going to do?

What goals have you thought of? Did you take some action? Did you complete it? I applaud you if you completed it. So what is your next goal?

Below are 10 common reasons (aka excuses) why people fail to complete a goal and some suggestions. Some have a little overlap, but they are different.

Think about the goals you did not complete, and which excuses you relate to.

Have someone to work with you, to overcome these reasons, and allow you to accomplish your goal.

1. FEAR

Most fears are not knowing something and/or is learned in some manner. When you are a baby and toddler, you do not know what can hurt you. Trouble can happen when you touch or eat something, climb on something, or other activities. People around you say no to teach you, or you learn the hard way which could create a fear.

Some things can be dangerous but when done properly, there is an extremely low chance of something bad happening.

Let me ask you, would you let a family member jump out of a perfectly good airplane? My parents did not support my parachuting. They thought it was dangerous. However, when you compare 24 parachute deaths in 2014, which is about the same number of people who died by a lightning strike, to over 32,000 car deaths, I felt extremely safe jumping out of airplane and it is very difficult to explain what you experience and probably remove the fear.

The point is to understand what you do not know, and ignore false information from people who also do not know, so you can move past the fear. Work with someone to help you objectively.

2. Unrealistic Goal

It is good to work outside your comfort zone as it opens your mind to new ideas and stretch for something more, but the goal can be too much. Being realistic and getting good results, is a great motivator to continue.

A person may think about a goal to lose 50 lbs in a month, but this can be dangerous, because the body will be going through various changes and needs time to adapt. A better goal is to lose 10 lbs in a month, and continue the journey safely.

Work with someone who can sanity check your goal, and help you make adjustments when necessary.

3. Procrastination

You can have a great goal with a list of activities to do, but you keep putting them off. This usually relates to some fear or it is too big to do at one time.

You may have heard of the analogy about how to eat an elephant – one bite at a time.

Do you know when someone has a BAD case of procrastination? Ask them in August when they are going to start, and they say it will be a New Year's resolution. WHAT!

Think honestly why you are stalling and how can you overcome the reason. You can break the activity into small fears and activities so you take action to move forward.

4. Lack Commitment

When you do not have a very strong WHY you selected this goal, and/or you do not have a great plan to accomplish it, you will lose interest, procrastinate, and eventually quit.

Earlier I mentioned going to the gym to “play” and not serious enough to have a goal.

When you have a goal, you need to be committed. To continue your commitment, have a written goal and realistic plans, and take the bite size activities seriously.

5. Not Take Responsibility

The goal can be just for you or for a group of people. Some of the activities will be done by you and by others.

When something goes wrong, people tend to blame someone or something. The result has happen. Maybe it can be fixed or not. Be a strong person and take some or all of the responsibility, so you and others, can learn from the experience and do something to get back on track.

President Harry Truman had a sign on his desk – “The Buck Stops Here”. He did not perform the activities, but he took responsibility for the decisions and actions of others.

6. The Detractors

People close to you may not believe in the goal, or you can accomplish it, they may be openly or secretly jealous of you, and even work to sabotage what you are doing.

Some of this goes back to the discussion about Fears when others do not know something and you cannot adequately explain it.

To test family and friends, “take baby steps” in mentioning what you are thinking of doing over a small period of time, so you can stop if they start to talk negatively.

If they seem positive, continue giving them pieces of what you want to do and why, how you are going to do it, and listen to how they respond.

Typically it is difficult to be completely open and honest with family and friends for several reasons so have a leader or accountable partner to work with you objectively.

Also look for face-to-face and online places to hang out with like-minded people to learn, share, and keep moving forward.

7. Shiny Penny Syndrome

Many people are not focused on what they want to do. I’m guilty of this and a few ago years I got it under control – not gone.

Like me, people start working on something and then they see something else that is interesting (aka a shiny penny), and they want to do it. It’s a syndrome because they keep chasing something else.

The best solution to the shiny penny syndrome is to understand starting a business and other goals will take time, effort, and resources. Understand why you want to accomplish the goal. You should take small steps with a basic investigation to learn what it takes to start and operate your type of business, or what is involved in your goal. If you are interested, then be committed – going back to #4.

Have written goals and a solid plan. Work with others to keep you motivated and provide assistance. Be prepared for challenges and how can you overcome them.

8. Think Negative

Many people do not realize about how much our sub-conscious mind controls, our conscious thinking and actions. This goes back to why people have some fears based on the unknown and past experiences.

Yes, you will have down days, challenges, and question why you are doing this work.

So you need to remember your vision and why you are taking this journey, have confidence in your goal, the validation of others, solid plans, celebrate small and big successes, and hang out with positive like-minded people. Also have other people help you solve challenges. These will keep you positive.

9. Lack Perseverance

Understand reaching a goal will have challenges at times with other work and priorities, busy schedules, lack of information and support, and set-backs in what you are doing.

Like the Negative Thinking, remember your vision and why, confidence, and have perseverance.

Take a deep breath, let the challenge settle down and think about solutions. Many times the best decision is not to do anything now and it goes away, or days later you find a solution with a clear head or talking with someone, or it gets resolved through another activity.

Yes, there could come a time after investigating solutions and trying alternative activities that it is time to stop the work until something happens to resolve it. Maybe you use what you have done toward a similar type of business or continue with a different idea you discovered.

By continuing with something, it is an example of perseverance.

Thomas Edison said about perfecting the light bulb *“I have not failed 10,000 times. I have not failed once. I have succeeded in proving that those 10,000 ways will not work....”*

10. Lack Proper Time Management

I Googled “Time Management” and there were 141 million results. There are books, articles, speakers, workshops, conferences and more about time management.

If you talk with people, the majority are aware of this topic and many say they are good at it.

Are you good at it? --- Really!!!

Thomas Edison again – *“Time is really the only capital that any human being has, and the thing that he can least afford to waste or lose...”*

A major contributor to lack of time management is not having a clear vision, goal(s), and plans. If you do not have a clear plan of what is needed to accomplish your goal, you will continually jump around different activities, get side tracked easily, spend too much time on unimportant activities and in unproductive meetings and phone calls, and other time killers.

With a defined goal and objectives to accomplish, have a properly written set of plans. If you really follow the plan and identify and eliminate the major of time killers, you will be amazed at how much more you can accomplish and with a lot less time, effort and resources.

Another way to be more efficient and effective is multi-tasking. How much it helps or hurts depends on the person and what they are doing.

For example multi-tasking is not going to work when they really need to pay attention to what someone is saying and they want to write a new article at the same time.

Multi-tasking can happen when watching a pre-recorded TV program they are not really engaged in, so they can also open and sort the mail – like I do. Think about when you can do a couple things at the same time.

A lot of these reasons can be summarized with a Gillian Anderson quote - *“Just remember, you can do anything you set your mind to, but it takes action, perseverance, and facing your fears.”*

Why is accountability so important?

As mentioned in the beginning, accountability is about doing what you say you are going to do.

With the 10 reasons - or excuses, you could be going in the wrong direction, getting side tracked, and do not have someone capable of helping you so you waste time, effort, and resources and quit too easily.

There is a very small percentage of people who are truly accountable for what they are doing and do not need someone to help them – at least for that goal. They have a clear vision, goals, and plans, have appropriate knowledge and experiences, are very self-disciplined and motivated. They also have perseverance and manage their time well. To these people, I wish them all the success they desire.

For the vast majority of people, they suffer from most or all of the 10 reasons to various degrees. This is probably why an article in Forbes Magazine about a University of Scranton study found only 8% of people accomplished their New Year's Resolution.

They need help to overcome the 10 reasons, or others not mentioned. They need an accountable partner and a system to help them accomplish their goal.

Who can help?

We recommend you do not use family or friends, because you may not want to be really open and honest with them, they may not truly support you, and they may not have the knowledge, experience or resources to help you. If you have family or friends and it is working well, great and continue!

An accountable partner is a great benefit. As the word “partner” implies, they assist by:

- Taking an interest in you and your goal
- Building trust, and be neutral, open and honest with you
- Asking questions to find why you are not progressing
- Encouraging and challenge you, or a kick-in-the-butt
- And possibly providing you with ideas, information and resources

You may be a leader helping people accomplish their goal. Are you performing all the activities of a partner? Are you helping them overcome the 10 reasons? Do you have an online system to make it easier on you and your clients?

If so, great!

If you are not doing a good accountability job, we can talk about outsourcing your core accountability work to us. We keep you informed, and you have more time for other activities.

If you do not have an online system, we created a system to use in our business and designed it for leaders like you to use it. The system will save your business a lot of time and effort that leads to more income in several ways. It also helps your clients in numerous ways.

The system also works for Leaders’ mastermind groups or working with other like-minded leaders and want to have accountability.

For people with a leader not providing accountability and/or does not have an online system, we would like to hear from you so we can have a chat with your leader.

For groups of family and friends, and colleagues without a leader, everyone has access to the online system and we can be their accountable partner if they want.

For individuals, we can add them with other people to create a group to work together and they have access to the online system. We can also be the accountable partner.

Our Accountable Partner Services tag line is – Helping People Accomplish Their Goal.

The online system works for anyone with any some type of a goal, objectives, and people want to keep track of what is going on in a very efficient way.

For more information, answer questions, and arrange a short demonstration, go to AccountablePartnerServices.com.

About Dale Tyson:

He is the Founder of LYL Business Development. He has used over 30 years of business ownership and corporate world knowledge, skills, and experiences to help people start or improve their business. He wrote a related book titled Work Yourself Out of a Job.

Accountable Partner Services is one of his core services. Reach out for the other core services and can customize services and assistance based on your situation.

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