

## Avoidance of Accountability

Are you guilty of **Avoidance of Accountability**?

How can we as Business Owners and Leaders hold our team accountable when a lot of us can't even hold ourselves accountable? I constantly see business owners and leaders putting off difficult work, issues, decisions, etc rather than holding themselves accountable.



When I am talking to Business Owners/Leaders about Accountability with their team, I stress the key point is that they can-not hold their team accountable unless they are going to hold themselves accountable. If you do, then the team will see through this charade and you will be fighting an uphill battle to make your team accountable.

In addition to holding yourself accountable to hold your team accountable you need to clearly identify the rules (Core Values) you want them to operate under, their targets and what you will hold them accountable for.

Even when these measurements are in place business owners and leaders still do not hold team members accountable when they breach the rules or do not meet targets.

You can-not do this. The minute you let a team member off, no matter how small the matter, you then change what is acceptable behaviour and your team starts the down-hill slide.

So how can we quickly determine if Accountability is absent within our team. Following are the tell tale signs of Avoidance of Accountability.

- There is resentment among team members who have different standards of performance
- Mediocrity is encouraged by the Team
- Team misses deadlines and key deliverables
- There is an undue burden placed on the Team leader as the sole source of discipline

I challenge all our readers to critically look at yourself to determine if you are truly holding yourself accountable and then look at your business and determine if there are real measurements in place to which you can hold your team accountable.

Building a team is critical to the success of any business and in view of the difficulty in finding good team members it is becoming crucial that business owners and leaders have a business where TEAM actually exists and not a group of individuals pretending to be a team.

Accountability and Communication are the two most common success tools that are missing in most businesses and it can be difficult changing the situation when you are so embedded in it and sometimes the actual reason for it.

If you are looking for assistance with Accountability for you and your team, then contact Mike Currie or Darren Wedge from Wedge Consulting International on 1300 323 133 or [mike@wedgecorp.com.au](mailto:mike@wedgecorp.com.au) or [Darren@wedgecorp.com.au](mailto:Darren@wedgecorp.com.au)

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