

## ***Accountability Partners***

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How often have you set a goal and not achieved it? This is a common occurrence with business and personal goals. Even though we go through the process of setting goals, goals go unachieved or under achieved. I've been studying how successful people achieve what they want whether it's business or personal and I've discovered there is a "success principle" that dramatically increases the likeliness of achieving goals-personal or professional. I originally discovered a similar concept when I was developing my seven step system, *Goal Setting for Success* to help people have greater success achieving their business goals. I refer to this in step three of my system as "Make it known". What I discovered in coaching people is that by telling someone your goal you hold yourself more accountable, and you are more likely to do what you said you would do. The "Accountability Partner" concept takes "Make it Known" to a higher level of accountability. In addition to making your goal known, you actually make a commitment to another person (partner) that you will hold each other accountable for deadlines, making progress on your goal and ultimately achieving your goal.

Jack Canfield, author of *Success Principles*, suggests in his book that it's a powerful motivator knowing you have made the goal known and that you have a commitment to follow-up with a partner. "Accountability Partners" make an agreement on the goals that each person will be held accountable for and establish a meeting arrangement. These meetings can be face to face or over the phone and they can occur weekly, bi-weekly, or monthly. This process can be applied in small, medium, and large companies. The difference is that this agreement is focused on accountability not assessment. In other words, you are not providing feedback on the quality or quantity of action taken; this arrangement is outside the boss/subordinate relationship. I have found this to be quite successful with small business owners. This can work equally well in larger companies by allowing employees to choose co-workers or peers to be their "Accountability Partner". By allowing employees to choose their partner you will increase their success.

I decided to apply the "Accountability Partner" concept to my own business and it made a dramatic difference in what I achieved over a three week period as compared to the previous two months. I selected a colleague (business owner) to establish our agreement. We meet via phone once per month to share results and communicate new goals. I've noticed a higher level of enthusiasm and energy towards the goals I select to be accountable for, and I'm achieving more in less time. Stating our intentions to others holds us to a higher level of commitment and produces better results/outcomes.

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