

AWARENESS IS POWER®

Insights for Business

October 2011

Volume 11 Issue 67

BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

Visible Personal Accountability Is Critical To Business Success

In today's business world, being a personally accountable organization is more valuable than ever before. The average consumer has his hands full just trying to pay the mortgage. Often, consumers complain that they have no confidence in the government, in banking, or in big business because these industries lack personal accountability. Where personal accountability is maximized, consumer confidence is increased. This increase in consumer confidence leads to the result every business is seeking to obtain; a healthy profit. Show a person that a business takes responsibility for its actions and decisions, and that person begins to trust.

Locate the Personal Accountability in Your Business

In any business, the people working on the bottom level tend to have the most visible accountability system.

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*Is There Personal
Accountability In Your
Organization?*

Do You Have What It Takes To Manage A Crisis?

Personal Accountability in the Workplace

Everyone needs it, but not everyone has it. It's referred to as personal accountability and it's the foundation for building the necessary skills it takes to be accountable for one's own actions. This is not always an easy task, but it is one prized by many companies and employers. Those with a strong sense of personal accountability are responsible, focused on producing results, and make immense contributions to the company.

You may be wondering how personal accountability has any bearing on managing a crisis in the workplace. Who would you rather have leading your team through a crisis? Someone who is quick to transfer blame to others or someone who is willing to stand up, take charge, and is not afraid to hold themselves accountable if their plan of action goes awry?

When a crisis occurs in the workplace it means there is an overwhelming and urgent need that must be met. A leader with personal accountability not only possesses the ability to recognize the need but also the qualities and knowledge needed to nullify the situation.

Leadership Turnaround Qualities

When it comes to business turnaround strategies, the optimal person for the position must be well respected, trusted and qualified in order for their leadership and the turnaround of your business to be successful.

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This is standard practice because the newest employees often need the most oversight.

Moving up in the chain of command, that visible system of accountability seems to disappear. This lack of visible accountability is the reason that mistakes go unnoticed until a corporate catastrophe occurs. If we look at the CEOs, at the very top of their business, it is easy to see that success is measured in personal accountability.

The fear of admitting to a mistake or facing the consequences of a poor decision does not influence someone who understands personal accountability.

Leading by Example – Do as I Do



Leading the business by example is the first step in incorporating personal responsibility as a visible management technique. A CEO who takes the time to admit mistakes and who strives constantly to better himself/herself is the person who leads effectively. A CEO who does not “pass the buck” to management when a complaint comes in is the leader that gains loyalty from both customers and employees.

Creating the Consequences

Creating consequences for those who lack personal accountability is crucial. A negative consequence, especially a consequence for refusing to accept responsibility for inappropriate actions, is an excellent starting point for growth. A warning letter or a quick meeting can be just the catalyst that a person requires to steer them toward self-improvement. Each member of the organization who is pushed to improve is a member who benefits the whole.

Rewarding Excellence in Personal Accountability

Rewarding personal accountability is another excellent step in creating a visible system. A mistake does need to have a consequence, but reminding management to reward those extra efforts is also essential. When an employee takes personal responsibility for their portion of the workload, they become invested in the business.

Continued on next column –

Personal accountability has to have benefits in order to become an accepted behavior in the corporation. Rewards can be small; a quick “thank you” or a pat on the back can reinforce the behavior of personal accountability.

Reaping the Benefits of Personal Accountability

Implementing a visible system of personal accountability eliminates those who are unable to see themselves as an integral part of the team. The system allows management to weed out those who cover mistakes or pass the blame since both of these practices decrease morale. Rewarding employees who shoulder responsibility, lead by example and express loyalty, all blends together to create an organization that is personally accountable, from the top to the bottom. ♦

~ Written by Gary Sorrell, Sorrell Associates, LLC.
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“Personal development is your springboard to personal excellence. Ongoing, continuous, non-stop personal development literally assures you that there is no limit to what you can accomplish.”

~ Brian Tracy

Planning To Win

One of the most important steps in building a successful business is to have a well thought out business plan. A business plan provides a set of instructions that explain how to build your business and what the structure of the business is going to be. It also allows you to make important decisions based on your financial speculations before you have invested too much time or money to turn back.



A business plan is also a means for you to communicate your ideas and your vision to other people who can help you build your business. In addition, the plan helps focus the company and the people involved on one single idea and helps them commit to making this idea a success.

Do you have a solid business plan developed!

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In order to be successful the leader needs to be:

- ♦ Determined
- ♦ Inspirational
- ♦ A visionary
- ♦ Street smart
- ♦ Intelligent
- ♦ Accountable
- ♦ Adaptable
- ♦ Open to new ideas
- ♦ A good listener
- ♦ Clear, consistent, committed to action implementation
- ♦ Tough, fair, humble and confident
- ♦ Self-disciplined
- ♦ Decisive
- ♦ A good communicator
- ♦ Charismatic
- ♦ Practical
- ♦ A quick learner
- ♦ Flexible
- ♦ Understanding
- ♦ Dynamic

An excellent leader playing the role of crisis manager needs a strong support team surrounding them. The support team should fill in the gaps and provide any turnaround qualities the leader lacks. The support team must be confident not only in their leader, but in themselves and the critical role that they play.

An excellent leader can identify the team's strengths and weaknesses. The leader needs to possess the ability to set their own ego aside and perform duties that are best suited to the company and overcoming the crisis.

Consider Hiring a Business Consultant to Evaluate Your Bench Strength



The primary purpose of a business consultant is to provide your business with concrete solutions and plans to ensure the success of your business far into the future. The first step a business consultant takes is to study your business. Beginning with the owner or CEO, the consultant works down the ladder until they have learned every detail of your business, how it works and why. During this evaluation process, the consultant narrows in on strengths and weaknesses while identifying problems and opportunities nestled within the business.

The owner of the business and the consultants will identify problems and opportunities. This two-tiered process leaves no stone unturned and provides an impenetrable foundation for crisis management.

Finally, the consultant will strategize over the ins and outs of your business. They will form a solid plan of action and determine which route is best to ensure the future and stability of your business.

The ability of your business to handle a crisis and come out on the other side as the winner strongly depends on whom you have chosen to fight your battle. Evaluating your business to a 'T', identifying strengths and weaknesses in your leaders and the business as a whole is vital in crisis management. ♦

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One Minute Ideas

Ideas For Motivating The Workforce

Personal recognition is one of the most effective ways of motivating employees toward top-notch performance. Author Don Martin offers these strategies:

Confer meaningful titles. It costs little to give an employee a title and provides recognition. The key word, though, is meaningful. The employee and others will recognize when titles are hollow.

Create an honor wall. Achievers are recognized by having their names added to publicly placed plaques or having their photographs included in an honor wall.

Report achievements in the company newsletter. This doesn't necessarily mean reporting only the obvious milestones, such as promotions and sales performances. Features that herald "unsung heroes" also are effective.

Offer wall plaques and framed certificates. Presenting these awards at public ceremonies is an effective way of recognizing good work. Recipients usually display these - providing ongoing motivation.

Provide the personal touch. Don't underestimate the value of a personal note or word of thanks or appreciation.

~ Don Martin, *TeamThink*, Dutton/Penguin Books USA, Inc., New York, NY 10014

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Exceptional Leaders...Foster Employee Engagement

An engaged employee is someone who is motivated, finds personal worth in his or her work and is committed to the accomplishment of goals. They consider their contribution to the organization as essential to achieving organizational goals. Exceptional Leaders know that effective leadership is the key to developing and maintaining employee engagement.

Typically, 50% of employees are engaged, 30% not engaged and 20% disengaged. Research and common sense say that companies with more employees engaged are more successful, have higher productivity, have better customer relations, and have a more positive organizational culture.

Thought Provoker

- Are your employees enthusiastic about what they do, or are they resigned, going through the motions, or acting powerless?
- Do your employees have all of the training and resources needed to do their jobs effectively?
- Do you clearly communicate what's expected of employees, what the company vision and values are, and how the company defines success?
- Do you, as a leader, project enthusiasm and tell employees how they personally play a vital role in the company's future success?
- Do you know your employees, especially their goals, their stressors, what excites them, and how they each define success?

Exceptional leaders know that they must promote employee enthusiasm about their jobs and the organization. ♦

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Contributing author Pat Bender has an **Awareness Is Power®** process. "The more aware you are," she says, "the more aware you'll become." You will learn the three important things leaders and successful people have in common.



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- Setting your professional and personal goals in life • Visualize, implement and achieve your goals • Learn how to reduce stress in all areas of your life • See and develop the strengths in yourself and others •

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