



## How to be A Personal Accountability Coach



"Do something, even if it is wrong," was my parents' way of encouraging their children to try, take risks, and take action. Action is better than inaction. Being proactive is better than no action at all. Try. Maybe fail. Do it anyway. Just DO something.

I was lucky.

Many people are trained to be risk-averse, which sometimes means they are so worried about trying and failing that they do nothing. Others feel so overwhelmed by the sheer enormity of everything they have to do that they simply do none of it. They are paralyzed into inactivity.

How do you keep yourself on track and focus? How do you stay accountable?

If you are running a business, you are personally accountable to the growth and development of the business, and you have to coach others to help them stay accountable. If you are not accountable to your customers, your suppliers, and your employees, how do you expect accountability in return?

**"Your Customers are Not Tired of Hearing From you – They are Tired of Hearing ABOUT You From You" – David Newman, [www.DoltMarketing.com](http://www.DoltMarketing.com)**

Stay in touch with your clients.

One of the main reasons customers switch loyalties and change suppliers (i.e. they leave you for someone else, like a weekly teen-aged break up) is because they do not receive great customer service or appropriate follow-up. It is far more common for customers to abandon a product because of a bad experience with your people than because of the actual product.

Be accountable to yourself for yourself. Set expectations for what you want to accomplish. Set goals and milestones, like you would for an employee. Establish timelines. Most people work best when set to deadlines, so give yourself deadlines. Put yourself on a daily, weekly, and monthly schedule for outcomes and results.

Stay accountable for your best success!

Please share your feedback on this article on [my blog](#).

## Mary's Updates

### Mary's Video of the Month ~ Gratitude ~



This short video clips touches upon how important it is to remember to "create" gratitude. [Watch it here](#).

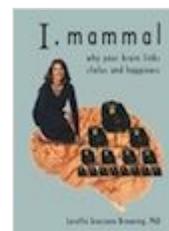
### More Articles from Mary

This newsletter goes out just once a month, but did you know I also post more articles to my blog in between? Here are a couple of recent articles you might want to check out. Did I ever tell you how much I love getting your comments, too?

[The Analysis Paralysis aka What I Learned About Project Management From a Truck Driver](#)

[Quick strategy session for a Solo-Preneur](#)

## Mary's Book of the Month



If there is a defect in the product, shipping, delivery, or if the customer is unhappy with the post-sales service, then you are accountable to transform it to become better than just acceptable.

Mistakes are opportunities to show fabulous service. Ensure that your company policy accommodates customers and cares for their needs. In the event of poor interaction, accept responsibility and improve the process. Be accountable for your products and the work of those who report to you.

### **"The Buck Stops Here and I've Got Your Back."**

Employees appreciate bosses who stand up for them.

In July, employees took to the streets to picket to keep their CEO employed. Would your workers stand in a street and hold signs extolling your virtues?

What builds such devoted employee loyalty?

1. Being personally accountable to your employees and their professional development.
2. Making good decisions for them and the organization.
3. Listening to ideas.
4. Showing gratitude.
5. Giving credit to people who come up with ideas.
6. Rewarding ideas that have turned profitable.

Great leaders encourage the team to keep fresh perspectives while they as leaders accept the overall responsibility of the team's performance, both the successes and failures. It is easy to take credit when things go well, but employees need their boss to have their back when things go wrong.

### **Keep Yourself on Track**

Staying accountable means not making excuses, not shifting blame, and not procrastinating.

When you start a business, you give yourself a chance to experiment with your passion or your interests. You are committed, accountable, and responsible for all losses and profits. You make the decisions that are crucial for the success of your business and you are personally accountable for the sustainability of your company.

*(...continued to the next column)*

### **[I, Mammal: Why your brain links status and happiness](#)**

by Loretta Graziano Breuning, PhD

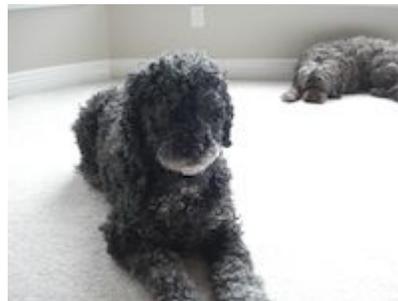
Loretta is a professor and author who studies why animals and people behave the way they do based on how mammals of all kinds of species are motivated based on chemical interactions in our brains. Status hierarchies form based on our chemical reactions. Loretta contends that the basis of our personal happiness is highly dependent on the mammal brain operating system that has evolved over millions of years. This book is a fascinating insight into how and why people are motivated, why they respond the way they do, and what truly makes people happy.

### **Twitter and Social Media**

Did you know you can use Google Hangouts to Create a Video Blog? Mary got a lesson from Carly Alyssa Thorne on how to use Hangouts to record a video chat. It automatically posts to YouTube, so if you need to edit it, make sure you go into YouTube and remove it.

### **Pet Corner**

Mary lost Rudder to Hemangiosarcoma in August. This terrible and fast acting cancer usually is not diagnosed until the dog or cat dies. Rudder was diagnosed 5 days before she died, so please hug your pets and watch for any health abnormality.



### **Thank You for Reading this Newsletter**



Know anyone planning a conference who needs a motivational leadership speaker, or a business that needs a push forward? Please [contact me](#). I greatly appreciate your referrals!

*Mary C. Kelly*

## Connect with Mary



---

*Would you like to use any of these articles in your newsletter or website? You can, as long as you include this at the end: With over twenty years of leadership experience and a diverse background leading teams in the U.S. and abroad, Dr. Mary Kelly makes leadership a reality for all levels of an organization. Register for her free newsletters at [www.ProductiveLeaders.com](http://www.ProductiveLeaders.com)*

---

www.ProductiveLeaders.com | Mary@ProductiveLeaders.com | 719-357-7360