

“Why Holding People to Account is SO Important”

In these two articles I'll be exploring holding your people to account, but the same principles can be applied to customers and suppliers both inside and outside the organisation, to ensure they do what they have contracted to do.

As a leadership coach and trainer I hold myself accountable for everything I deliver to clients, but it's not the norm for those businesses and individual clients to do the same with me? Why is that? Why do we find it so difficult to hold people to account?

The fact is there are many reasons why you as a leader or manager aren't holding your people to account, or are finding it difficult to do well.

- You may not have considered it particularly important
- You may think you don't have time to do
- You may not know how to do well
- Or, you might even think that your people will not take responsibility and be accountable, so it's impossible to do!

I'll explore each of these reasons in turn, so that you'll have something tangible you can take away and action as a result.

1. If you've not considered its importance before then you need to explore the consequences of not doing it. These might include:
 - Targets not being met
 - Lack of focus for the individual/team/department/organisation
 - “Busyness” not effectiveness
 - Punishing good performers (by giving them more to do)
 - Rewarding poor performers (because there are no negative consequences of poor performance, and other people pick up their slack)
 - Best workers getting disillusioned and de-motivated
 - Best workers leaving
 - Worst workers staying!

If any of these are affecting you at the moment, then it's important to start holding other people (and yourself) to account.

2. If time is your biggest issue then maybe you're not spending sufficient time on the “right” tasks, the tasks that make a difference to you and your staff.

Review my previous time management articles [link to article 5](#) and ensure you're doing what only you can do. This will start to free up a little of your time which you must use wisely.

You could just as easily call the 4th Rule of Monkey Management (regular review and follow up meetings) “accountability meetings” because you’re holding people to account for what they’ve previously agreed to do.

In my next article I’ll explore the final 2 reasons for not holding people to account, or for not doing it particularly well.

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About The Author:

Julie Johnson, formerly a manager and development specialist, created The Leadership Coaching Company to help managers solve one of their biggest business problems: how to get the most from themselves and their staff. She is now a leadership success specialist and has attracted a loyal following who praise her down to earth yet inspiring approach.

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