

Ernst Enterprises Newsletter



Does Your Company Embrace Accountability to Drive High-Performance? *Your Actions Speak Volumes*

We hear company owners talk about employees being accountable for their action. Yet it is my experience, having conducted many Business Reviews, that while many owners **talk** accountability, they have **settled** for something less.

I find when I ask owners how they would rate the performance level of their direct reports using an "A" through "D" as a grade based the definition below, I found that owners could quickly identify their "A" and "B" level performers.

- "A" Performer - typically does more than is expected;
- "B" Performer - fully meets all performance expectation and exceed some of them;
- "C" Performer - meets most expectations, misses some but not in a serious way and requires management attention to achieve all expectations;
- "D" Performer - misses many expectations and/or requires significant management time to achieve minimal expectations.

There would then be a long pause in the discussion, followed by identifying the one or two "C-" and "D" performers. When I asked how long the "C-" and "D" performers had been with the company, often it was for many years. When I asked how long had they been poor performers, "For many years" was typically the response. And when I asked why they were still working at the company, the response varied between "They are going to retire soon" to "The replacement might be worse than what I have."

Accountability is defined as: *the acknowledgment and assumption of responsibility for actions and/or decisions; an obligation or willingness to accept responsibility or to account for one's actions.*

Simply put, your "A" and "B" level employees are embracing accountability and should be rewarded for doing what is expected of them. "C-" and "D" level employees should receive consequences for missing expectations. Confusion results when this simple formula is not followed. **Would your employees describe your company as having an accountability culture? And, when accountability is not consistently applied, do your "A" and "B+" performers become de-motivated and check out?**

In our experience most owners know "what" do to, but don't know or are not comfortable with "how" to do it.

OUR ADVICE

Don't wait until you lose your best employees or dissatisfaction decreases morale and productivity suffers.

We at Ernst Enterprises have the expertise to assess the level of accountability and performance orientation in your business and help you implement an accountability based - high-performance culture. We can also provide you the on-going support so that you are not alone when facing those challenging performance issues.

Call today to learn more and obtain that peace of mind we provide.

Our [getHRanswers®](#) program can provide that help-desk approach to HR issues when needed.

Mention this article and receive a one-hour complimentary assessment of your HR policies and practices.

Sincerely,

Mark

Mark Ernst
Ernst Enterprises, LLC

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