

6 Tactics To Establish A Culture Of Accountability

Complement of: [6 Challenges For The Culture Of Accountability In Your Company](#)

By: [Andres D'Andrea](#)

Introduction

It is no secret that a culture of accountability and team collaboration is a key factor in the success of any organization. But creating and maintaining such a thing can be difficult.

There are six problems that I frequently solve to establish a culture of accountability in multidisciplinary teams. Those problems are:

1. Low team morale.
2. Unclear priorities.
3. Rare or no commitment.
4. Ineffective execution.
5. Low levels of trust.
6. High staff turnover.

At [BSF.company](#), we know what it takes to establish and maintain a culture of accountability in the workplace. We have helped companies of all sectors and sizes in various parts of the world to achieve this goal, and we can help you too.

From that experience, I'd even predict that if you follow the advice in this document and fix the first 4 issues of the list above, there's a good chance that issues 5 and 6 will go away on their own, without further intervention.

Keep reading, I'll describe everything below.

Problem #1: Low team morale

The issue of low team morale in your company can be resolved by implementing communication tools and methods that facilitate the flow of information in both directions of the organizational structure.

Better communication immediately promotes a positive attitude among collaborators, which can help boost productivity in your work team.

In my experience, replacing the traditional tool and method of internal communications (e-mail) has turned out to be wonderful in this regard.

My advice is to relegate the e-mail technology exclusively for external communications, with clients and suppliers.

For internal communications, you must implement one of the modern corporate chat tools that allow for role assignment, access control lists, different conversation channels, mentions, mobile applications, and granular control over notifications.

My favorite corporate chat tool is Slack, but there are many alternatives, depending on the specific needs of each project.

This change alone produces a significant improvement in team morale. You will immediately have more informed and flexible collaborators, ready to take on the challenges of every day.

Problem #2: Unclear priorities

As a matter of fact, priorities change all the time. The solution to this problem is not to establish a rigid management style, with fixed or static priorities.

The solution is, foremost, to implement effective internal communication tools and methods, such as the corporate chat that I described in the previous point. You will need to have point #1 resolved before continuing.

Next, you must establish a management methodology that is easy to learn and practice.

A management methodology that allows everyone to comprehend in real time the 3 key aspects of your operations:

- What are the tasks that must be executed?
- In what order of priority should they be executed?
- What task is each team member paying attention to?

In 20+ years and 5 countries testing everything between heaven and earth, the [Kanban](#) methodology has turned out to be the best solution to the challenge posed in the previous lines.

A Kanban board acts as the rudder of your operations. With Kanban, the entire team gains the ability to see, understand, and adapt to the phenomenon of

changing priorities in a typical workday.

[MeisterTask](#), the preferred task management tool of executives and collaborators worldwide, is based on the Kanban methodology.

Your task management software should provide an overview of a work in progress that enables tracking from conception to completion.

MeisterTask empower teams everywhere who use Kanban-style project boards to digitalize workflows and gain a clear overview of task progress.

In short, Kanban boards make your company's operations easier because they work like this:

- Each board is a project or business process.
- Boards are made up of columns.
- The columns are the phases of the business process.
- Each column contains tasks, represented by cards.
- Tasks flow across the board from left to right.

In MeisterTask, [each task is the basic unit of collaboration](#) where leaders and employees exchange information and contribute as a team, until the business objectives are met.

Best of all, Kanban consists of a methodology so simple that even [children](#) can understand and practice.

Problem #3: Rare or no commitment

The lack of commitment on collaborators of a team represents a serious problem.

Luckily, it's an easy one to solve because the solution rests mainly in the hands of those who lead, that is, you and me.

In practice, you can get rid of this issue relatively quick by promptly providing feedback on the work that collaborators deliver.

Think for a moment, how would you feel if your partner or investor leaves you without any response or feedback on the stuff that took you so much time and effort to produce?

Even worse, how would you feel if your partner or investor angrily claims, as if you had never delivered, what you already delivered 6 weeks ago?

My recommendations are:

- Comment and give constructive advice on the results obtained.
- Provide objective and constructive feedback on the work received.
- This is important. Do it as soon as possible!

The comments section on every MeisterTask card is the best solution I've come up with in years to the challenge of providing timely feedback to my collaborators. The built-in notifications inside MeisterTask allow us all to be **on the same page, at all times**.

MeisterTask makes it easy for everyone on your team to exchange feedback, post comments, attach files, mention team members, integrate external contributors, and collaborate in every sense of the word to accomplish common goals.

Follow the instructions that I have left you in the previous lines, and problem #3 will be a thing of the past.

Problem #4: Ineffective execution

The failure to execute in a proper and timely manner is the tangible manifestation of a lack of accountability in the culture of your company.

In my experience, this issue occurs in your organization when your team is disconnected from two crucial concepts of your operations: OKRs and KPIs.

OKRs are the Objectives and Key Results of your organization. The goals usually discussed and proposed at each board meeting.

The KPIs are the Key Performance Indicators that allow knowing the scope of the OKRs.

Imagine for a moment that you hear the following sentence at your board meeting:

The goal for the next quarter is to increase our profits by 10%, in relation to last year.

[The operations guy](#) identifies 1 objective, 2 key results and 2 key performance indicators in the sentence above.

I will describe them for you in the following lines:

- **Objective:** increase profits by 10% compared to the same quarter, last year.
- **Key Result 1:** total sales per month needed to achieve the stated objective.
- **Key Result 2:** acceptable spending limit per month to achieve the stated objective.
- **Key Performance Indicator 1:** total daily sales.
- **Key Performance Indicator 2:** total daily expenses.

In practice, it is important to have a system that allows everyone to see the status of key performance indicators (KPIs) in real time. By having a clear vision of goals, key results, and indicators, team members will be more likely to meet the objectives for the period, and you will be better able to identify problems during execution.

A key factor in creating this culture of accountability is to use visualization tools that allows easy access to the status of KPIs.

When you do so, you will be fostering a connection between employees, their objectives, and their results. This allows you to adjust the pace of work in a timely manner to meet the goals and commitments made by the company.

In other words, if Kanban is the rudder of your operations, key performance indicators are the throttle.

Using KPI status to adjust team activities and pacing as often as needed is only possible when your team is well-communicated, clear on its priorities, and committed to the common cause. It is necessary to have solved problems 1, 2 and 3 to get to this point. When you have done it, the failure to meet established objectives or deadlines will be just a bad memory. Your team will understand the value of time at this point.

Importance of sampling frequency

I usually get one question at this point: why should KPI sampling be done daily and not weekly or monthly?

I will explain it by illustrating the following scenario, as an example:

- Imagine that your team's monthly goal is to collect 30 gold pieces.
- For practical purposes, let's imagine that every month has 30 days.
- The goal would be, in general terms, to collect 1 piece of gold per day.

To better understand my argument, imagine that you will **only have 1 chance** to see how many gold pieces your team has collected. That moment will be:

The morning of the 30th day, each month

...

In other words, you will only be allowed to guess during the first 29 days of each month the number of gold pieces collected at a given time.

Under these conditions, it will only be the morning of the last day when you really know if your team has met (or not) the goal set for that period. It will be only at that time when you're allowed to take corrective actions, if needed.

Interestingly, the scenario described in the previous lines is a reality in 8 out of 10 firms for which I provide my consulting services in Mexico.

Too often (and fortunately for my consulting business), I find directors, investors, and CEOs stuck in the belief that *"it is possible to successfully run a business with a disconnected team."*

Nothing further from reality.

8 out of 10 clients that I advise in Mexico fail to meet objectives, simply because the team that forges the results isn't connected to 3 fundamental elements of its existence:

- Goals set for the organization in a given period.
- Key results needed to achieve those goals.
- Key Performance Indicators to let them know if they're on the right track or not.

8 out of 10 clients who come to me for help do not monitor their performance indicators in real time. They go blindly down the path of entrepreneurship, hoping to get good results.

In Mexico, there is a well-known phrase to describe this environment: **¡Puras Fallas!**

Everyone in Mexico knows what **¡Puras Fallas!** means, everyone has worked in such an organization in the past.

Expecting good results in those conditions would be like expecting to be safe in a car traveling at 80 kilometers per hour, with no one behind the wheel.

It is for this reason that daily monitoring of your KPIs is essential for your

management to remain safe during the operational journey of each period.

Daily monitoring of your KPIs gives you 30 opportunities to correct the course of your management in a month. You could do it weekly, but your chances to check or adjust the actions and pace of work are reduced from 30 to 4.

In other words, monitoring your KPIs on a weekly basis reduces the chances of reaching your goals by 87%, approx.

Alternatively, you could do none of the above, and try course-correcting actions on the last day of every month. Good luck with that ...

Fortunately, there are effective solutions for those of us who want to solve problem #4 once and for all.

[MeisterTask Business](#) has visualization and reporting tools that make it easier for any team to know the status of its operations in a timely manner. You can act based on that information, allowing you to adapt in real time to changing situations.

As if that were not enough, [MeisterTask Business](#) offers you the ability to create [custom fields](#) in the templates of your Kanban boards. That way, your team can capture data that later can be extracted through the [MeisterTask API](#). Specific data sets can then be [integrated with different systems](#) to further enrich your operational reports.

In this way, [MeisterTask Business](#) provides you with all the developer tools needed by your dev team to design visualization dashboards tailored to your needs.

Alternatively, you could hire a [certified expert](#) to help you diagnose the specific case of your organization and design tailored solutions to your business.

Keep reading, the best part is ahead.

Problem #5: Low levels of trust

Up to this point, I have described 4 problems that probably exist in your organization, and 4 solutions to effectively eliminate them.

However, this fifth issue of mistrust is often the result of the first 4 problems existing in your organization, in the first place.

In other words, if you follow my advice and solve issues 1 to 4 in this document, you will begin to notice a natural, positive, and progressive change in the attitude of the collaborators that make up your work team.

When you pay attention and solve the problems 1 to 4 in this document, the resolution to #5 occurs as if "by magic". My experience re-establishing trust within dysfunctional teams in various countries, no matter the language (English and Spanish), dictates that it is not "the work of magic". It's just the nature of the human being in full action.

I could spend hours writing about the role that **#trust** plays in the workplace because it has to do with a topic that I am greatly passionate about: **#leadership**.

Instead, I'll save you some time and just recommend you to watch [this video](#) from my friend Jocko Willink. He clearly explains why effective communication, the provision of timely and constructive feedback, coupled with the visualization of objectives and key results; foster the birth of a culture of accountability and commitment in your team.

Jocko calls this phenomenon **Extreme Ownership**. If you are interested in knowing more, I invite you to read his book entitled "[Extreme Ownership: How U.S. Navy Seals Lead and Win](#)".

In that book, Jocko explains in detail many of these concepts that I have put to the test on the corporate battlefield, with results that exceed all expectations.

If I had to describe the phenomenon that I have seen over and over with #5, I would say it like this:

You will witness the transformation of your team of employees into a team of leaders committed to your organization, taking a pro-active part in delivering results, as a unit, as a formation, undoubtedly fulfilling the company's goals.

Problem #6: High staff turnover

When your employees are naturally engaged in a work environment that supports and motivates them to be leaders in their field, turnover rates will drop dramatically. That's a fact.

This holds true because your team will be more satisfied with their work and

less likely to leave to find a role that better suits their needs. The risk of moving to a "toxic" place will be too high.

A culture of accountability creates an environment in which employees feel appreciated and valued for their contributions.

This means that, like problem #5, there is a good chance that problem #6 of high staff turnover will decrease considerably, as if by "magic" when you have implemented the first 4 solutions described in this document.

A clear example of this phenomenon in real life is the staff of [Meister](#), the Austrian startup behind [MindMeister](#), [MeisterTask](#), and [MeisterNote](#).

Meister is not only one of the most relevant and [fastest growing](#) European startups today, but it is also a great company with a great [organizational culture](#). Their staff members [say so](#).

Conclusion

At this point, I can only highlight the importance of establishing a culture of accountability in your organization.

The challenges seemed impossible at first, but there are tools like MeisterTask Business that make the job much easier.

I would like to end by inviting you to subscribe to my blog [technopreneuring.com](#) where I deal with topics related to leadership, technology, management, and practical strategies to face today's corporate challenges.

I hope this white paper helps you and your team. If you have any questions or want to share your experience, please contact me on [LinkedIn](#) and send me your feedback.

Alternatively, [schedule a meeting with me](#). I would love to hear from you soon!

Best regards.



[Andres D'Andrea](#)

Founder, Consultant, Speaker - [BSF.company](#)