

Making It Count - Creating Meaningful Accountability Partnerships!

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Legal Stuff

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Making It Count

I'm so excited to write this brief paper for you all. I know that there are plenty of ideas that are more important to you than developing deeper levels of accountability in your business and personal life but I think you'll agree with me when I say that if you don't measure your success, it has even less of an opportunity to actually happen for you. That's right....your greatest achievements in life are probably a few simple measurements away! Really, wouldn't it be great to stop flying by the seat of your pants and actually live your dreams. Nothing quite works as well as quantifiable, measurable, tangible, result driven accountability. It works with everyone and everything. In fact...it's usually the missing key that drives most business and organizational initiatives into ruin.

It goes with out saying that in order for your goals to be met you must first have them. They must be Specific, Measurable, Achievable, Relevant and Time-Bound or SMART if you're smart. In fact each goal needs to be well written and then brilliantly articulated to the most important people in your life. Your accountability partners must understand and support your goals if you really want to experience the greatest amount of satisfaction possible. This is exactly want

we want to talk to you about today. In this paper we will explore identifying the right partners, recruiting them to your team and then deploying their skills in a sustainable way.

But I'm getting a little ahead of myself. First we've got to take care of some fundamental assumptions and supportive ideas. I mean why on earth would you really want to bring on accountability partners anyway? Well let's start with the fact that you have to really want something that requires you to stretch yourself and your resources. Yes, you'll have to desire growth and I don't mean just a little. You've got to think bigger than you've ever thought before. You need to know what you want and be willing to commit serious resources into getting where you want to go. You've got to be willing to and actually work hard! There needs to be some compelling yearning or desired status that you wish to attain.

Basically you've got to have a solid vision. How solid? Solid enough that you can actually taste the victory! It needs to be so real to you that you can already feel the success. Every sense that you have needs to be on fire and tingling with the intense desire to achieve something great. Your sense of destiny should be fully engaged, constantly compelling you to higher levels. You'll need to muster every ounce of

intensity and passion as you seek the total fulfillment of your highest reality.

Pack your bag full of discipline! You'll get to know your productivity systems better than ever as you plan to win in the long term and the short term. Every day, week and month will be your master as you perfect each element of your calendar and both your contact and task lists. You'll also manage all of your significant roles and larger goals as if you were Michael Angelo attacking the monstrous block of stone that would one day become the statue of David. Your resolve to achieve will be legendary as you consistently engage and then systematically remove barriers.

As you plan for total success you will commit yourself to increasingly higher levels of service to others along the way. Recognize that no one throughout the expanse of history has achieved very much without the help of others. The more you help others achieve their goals, the more they will help you achieve yours. This is the Golden Rule on steroids. I call it GR²treat others as they would like to be treated, not just how you would like to treat them. This is going to require extremely sharp listening skills with a keen sense of relevant action. Your faith will become infectious as you lead first by modeling the best in behavior and then through mentoring others to

achieve their greatest results. Patience must trump immediate gratification. You'll want to do things right the first time as you move to deliberately achieve your objectives. If you are not there yet, you'll have to get there quickly.

After you've gotten your proverbial act together, it's time to start really ramping up and getting your people together. You're going to need to identify the following:

- ➔ A brilliant partner identification philosophy
- ➔ A winning recruitment strategy
- ➔ A sustainable plan of execution

Let's explore all three of these areas in their order of importance.

Identifying your partners!

Before you can recruit or engage your partners you'll need to find them. Needless to say, this will be difficult but it will be made easy if you follow these rules:

1. set your partnership character criteria up front
2. share your criteria with your current network members
3. develop a purpose for the team
4. look and listen everywhere
5. NEVER lower your standards
6. Again, (it bears repeating) NEVER EVER lower your standards

Your criteria for partners needs to take in consideration first....who you are. You've got unique skills and talents that you'll need to employ towards your goal. Take an inventory of your real skills by asking your best friends and family members to help you understand the best parts of your nature. Ask what they've enjoyed most about working with you in the past. What parts of your personality really helped and which parts did not? What would they say are your greatest strengths? What are you smartest about? What talents have they noticed? Don't be afraid to ask all of these questions even if you get the same answers stated differently. Be careful when you do this to clear the way and let you friends know that you won't hold anything against them. It's important that they know the seriousness of your request for open and honest feedback. Promise to refrain from

interjecting. Just say thank you at the end..... smile and move on.

This little personality and style assessment is critical because it begins to help you to see the “you” that everyone else probably sees already. You’ll also learn almost immediately what adjustments if any need to be made to your style of leadership and/or communication process. Undoubtedly you’ll identify opportunities for more clarity and focus. These ideas can only help you get better and develop deeper bonds with your existing support team.

Having a real personality and style assessment interview done with a cross section of people that you care about, helps in so many ways. Not only will you flush out the truth of your personal perception among others and deepen your relationships; you’ll begin to see which of your greatest strengths, traits and characteristics will be most useful to you and your future partners. You’ll begin the process of knowing how you can use your skills to accomplish your goals.

Looking at potential partners

At the partnership level, you’ll need people with complimentary talents to support you and facilitate

positive movement. Notice I said “complimentary” not “similar”. We all know that the greatest relationships usually stem from having a common connection or bond but the greatest partnerships happen when there is synergy around a common future objective. This sense of shared purpose doesn’t have to be equally important to each partner but it must be vital to everyone involved. I’ve seen hundreds of partnerships fail because the goals simply weren’t compelling to both people.

Your partner needs to have certain obvious skills, knowledge and talent if they are to be of the best use. You’ll need to be intimately familiar with these most beneficial sets of character traits and experiences – if not, when the time comes for you to explain to others what and who you’re looking for, you won’t be as effective and therefore your results will be marginal at best. Make sure that you can describe your potential partners and point out character traits and experiences that make them attractive to you. Here’s a tip, if you can’t visualize and describe exactly what you need and what you’re looking for, others will really have a difficult time helping you.

So where will you find these wonderfully talented, synergy minded go getters? Well, this is the question of the ages isn’t it? This most arduous and difficult

task requires not just an understanding of the six rules that we've already shared but you'll have to truly embrace what I call the 2-P's (Patience and Persistence). It's true that your potential partners can be everywhere and nowhere simultaneously. You might have known some of them all of your life. You might be just on the cusp of meeting some of them. All you can really do is send consistent messages out into your existing networks calling for help and direct action; then be ready when your potential candidates show up.

I'd start interviewing my closest friends and contacts first, for two reasons: one-I need to make sure that there's not a diamond in the rough hiding among my existing associates and two-to let them all know how they can help me find the other partners that I need. They should remember the previous personal exercise that they did with you. By the way, this is a good time to show all of your friends the write up of your findings and maybe even make the commitment to fix some of the issues that were brought out. As always tell them why you want to talk to them so they can have a context for things and not see you as a time waster. There's nothing worse than forcing a friend to meet with you out of obligation, so make it fun and interesting for them OK?

Remember your ultimate objective is to get a rather large list of serious potential candidates for partnership with you. Each candidate must meet all of your minimum required standards and some of your maximums. This means that they are able but not necessarily ready or willing to work with you. As you might have guessed, it's now time to begin the recruitment process using your list.

The Pro Team Recruitment Strategy

First of all let's change gears a bit and speak to some core talents of a master recruiter. You'll need to embrace some or all of these to be successful:

- ➔ Build instant rapport with new people
- ➔ Be clear about objectives and talent expectations
- ➔ Model the attitude and character that you want
- ➔ Demonstrate what is in it for them

If you are far from having or acquiring these skills you can stop right here. Crumple up this document throw in a flame retardant container and burn it or maybe just drag and drop it into your delete box. It was nice to waste some of your time :-).

What? You're still here! That's great. This means you are ready for action and so am I. The first idea in recruiting that you must recognize is this. Recruiting the right talent is everything when you want to win. Here's a better way to say it, "If you don't want to lose, pick a winning team!" I think that every successful coach will agree that talent....real talent can't be taught or trained. It can only be nurtured and developed. The best recruiters can spot certain talents even amongst a crowd of players and the best players will always have their greatest talent on display. That's exactly where you should start - look for talent on display.

People can't help but display their talents. They love to talk about them they love to share and swap stories. You will find them at local networking mixers or within on-line social media chat rooms. They may be hanging out in the park or grabbing some produce at the supermarket. They could be anywhere! The point is to sharpen your reticular activator and begin to stop, look and listen in a specific way for the not so hidden clues that are all around you. Start paying attention and begin the relentless pursuit of finding the talent that you need. It's everywhere. Knowing the key characteristics of your network partners will help you spot them immediately.

Once you've identified your potential prey, it's time to close in for the kill. OK, maybe you're not the killer type, but you'd better at least be a stalker if you want to bag the right partners. You need to engage in delightfully rich rapport building conversation. I highly suggest that you script out some fun and compelling questions to help you. We won't go into all of that here but needless to say, there must be some chemistry there.....at least enough to create a follow-up meeting or interview. All you have to do is start the conversation with a good solid question or two and let your candidate light the rest of the way.

Remember, Rome wasn't built in a day and neither will a good solid business relationship. So what's next you might add? You've created your plan, identified your candidates and now you've finally engaged in conversation with one. Where do we go from here? It's time for the recruitment interview.

Get your candidate to meet you at a place where you both can talk quietly without interruption. By now they know what you want to discuss and have already agreed to explore an opportunity with you. It's critically important that you be as open and honest as you can. The word for the day is transparency! There should be no surprises, no hidden agenda and no

sucker punches for anyone to be wary of. Here you want to begin to briefly lay out your strategy for success and get your candidates feedback as to the wisdom and efficacy of your plans. When they see that you are really serious about winning, they'll naturally want to be a part of your team. The only question now is when do we start our accountability partnership?

Let the games begin!

Now that you've recruited your team it's very important that you have a solid game plan and that everyone knows the plays. There is nothing that builds confidence and camaraderie within a team better than knowing that they have a good shot at victory! It's very important to keep things down to a simple system. I've used the Franklin Covey System of Execution to manage my teams and clients successfully many times and I know that these simple ideas will work for your team as well. These sequential steps are absolutely required:

1. develop a **wildly important goal**
2. measure **the lead measure not lag result**
3. create a **compelling scoreboard**
4. follow a **cadence of accountability**

There's a lot to think about and do within these steps. In fact it can easily represent about three full days of training just to grasp it all but it must be done this way.

Along the way you'll undoubtedly begin to recognize that you've recruited some of the wrong players. You'll have to cut them immediately. You don't want marginal players infecting your stars with the disease of "mediocrity." It's way too dangerous and harder to cure when it starts to spread. Yes, you'll have to cut the zeros and keep the heroes-if you want to win that is. I've learned this the hard way many times over as a business coach and as a business professional. It doesn't feel good to have to cut a player but everyone is better for it. You'll just have to trust me on this.

I'm out of time and space here and there is so much left to learn. I hope that you enjoy your journey towards meaningful partnerships. Feel FREE to look us up anytime at www.ninetydaypowerplay.com

-Coach Powell