

WORK BOOK FOUR



HONESTY AND ACCOUNTABILITY

LEARN HOW TO DO THE RIGHT THING

FOR THE RIGHT REASON!



COACHING ACADEMY SPECIALIST

Where Small Businesses Grow

Core Values

Honesty And Accountability

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”

– Steve Jobs, Co-founder, CEO, Chairman Apple Inc

What Are Core Values?

Core values are part of a company's DNA. They define what an organisation stands for, highlighting an expected and ultimate set of behaviours and skills. A company's values lie at the core of its culture. Values are fundamental, enduring, and actionable.

Driving priorities and decisions, values help determine how a company spends its time and money. The actual values of an organisation are determined mainly by where it invests its resources and how its employees behave, not what the leader says or what's posted on company walls.

When properly executed at the leadership level, core values play a fundamental role in attracting and retaining talented employees, making difficult decisions, prioritising resources, reducing internal conflict, differentiating the brand, and attracting the right breed of customers.

Why Your Company Needs Core Values.

Human capital is the lifeblood of today's enterprises. Attracting top talent in a fast changing global marketplace and retaining them takes more than high salaries and benefits packages. Talented people want to work in environments where they can develop and thrive. Top performers seek out organisations with values that match their own.

Honesty And Accountability/Continued

As a consequence, the importance of a company's culture is becoming more apparent. Numerous research studies have highlighted that corporate culture is a primary driver for innovation.

- A commitment to sustainability and to acting in an environmentally friendly way. Companies like "Shell" have environmental sustainability as a core value.
- A commitment to innovation and excellence. Apple Computer is perhaps best known for having a commitment to innovation as a core value. This is embodied by their "Think Different" motto.
- A commitment to doing good for the whole. Google, for example, believes in making a great search engine and building a great company without being evil.

For your company's Core values to have any merit and credence, you will need to choose from the following list the ones, that are right for you or your organisation:

1. **Teamwork**
2. **Communication**
3. **Respect**
4. **Integrity**
5. **Honesty**
6. **Safety**
7. **Attitude**
8. **Competence / Knowledge**
9. **Accountability**
10. **Community**
11. **Creativity**
12. **Diplomacy**
13. **Success**
14. **Diversity**

12 Reasons Why CEOs Should Take Core Values Seriously

1. They can set a foundation for the organisation's culture.
2. They can improve morale and can be a rich source of individual and organisational pride.
3. They can align a large group of people around specific, idealised behaviours.
4. The values can guide difficult decisions by determining priorities in advance.
5. The values can help positively influence how employees interact with one another.
6. The values can help you attract, hire, and retain the right type of employees.
7. The values can help you assess performance (both individually and organisationally).
8. They can help prevent conflict and mitigate conflicts that do arise.
9. They can help you improve innovation.
10. They can help differentiate your brand in the minds of your customers and partners.
11. They can impact how the organisation serves its customers.
12. They can help you attract the right breed of customers.

Honesty

- Honesty, doing the right thing for the right reason.
- We will promote honesty and ethical behaviour and deliver the highest level of customer service available.
- Our commitment to honesty lies at the heart of who we are and what we believe. We bring honesty, fairness, professionalism and a strict code of ethics to our dealings with our donors, agencies, and the community that we serve.
- The trust we hold will be fulfilled with professionalism, conscientiousness, respect for citizens and fellow employees, sensitivity to the evolution of the community, and pride in our accomplishments. By nurturing a forward-looking vision through positive attitudes, innovative approaches and practical solutions, we will continually affirm the dignity and worth of the services we render to the community.

Honesty leads to strong and positive relationships which are based on trust and openness and allow companies to accomplish much more than they would otherwise do. Without honesty, companies cannot truly succeed long-term. A key ingredient in strong relationships is to develop emotional, compassionate and loyal connections by just doing what is right.

Open and honest transparency is a solid foundation for any relationship.

It is critically important that you 'walk the talk', do what you say you are going to do. Everyone in the organisation needs to understand the importance of their role in delivering the sales reps 'Word'.

Don't go missing when things go wrong, just because you don't know what to say. Start by saying 'I'm sorry' provided of course if you are.

Having said 'I'm sorry', you must then ask questions, genuine questions of care and listen to the problems your failure to deliver has caused.

All your certificates of achievements and awards that you have won become irrelevant when you fail to deliver. 'People don't care how much you know until they know how much you care'.

Accountability

Without substance, Accountability will not exist as a value, it will only be a statement, and a fuzzy one at that!

- Stephen Brandt.

- Be competent in our actions. Strive to provide quality public service through sound decision-making and accountability for our actions. Our employees are professionals that use their expertise in making effective, efficient and reliable decisions.
- Accepting personal responsibility for one's conduct and obligations; upholding the public trust through ethical behaviour and the fiscally responsible administration of resources.
- We each take personal responsibility to uphold these values, understanding that our pledge may involve difficult choices, hard work and perseverance.
- Through perseverance, hard work and determination, we are committed to bringing hope to our community.
- We promote public trust by using resources wisely and through consistent fulfilment of these values.
- Take ownership of the things you are responsible for. Follow through to completion and communicate that to others. Be willing to say, "I will take care of it" and then do. Take responsibility when things go wrong and learn from your mistakes. Do your best even and in particular when no one is watching.

If the staff do not clearly understand the significance of this core value it is therefore flawed and not taking root within the organisation.

The business owner needs to embrace and promote this value at every turn in order that it be fully implemented and integrated so as to impact work and results in a meaningful way.

Accountability/Continued

It is remarkable how a business owner can transform the business by using a common language and framework when discussing and demonstrating the importance of this core value.

This value can be transformational in the impact of how the staff communicate, engage and collaborate as they breathe life and purpose into the focus on the Key Performance Indicators.

Getting the entire team on board with the same language and framework for **ACCOUNTABILITY** creates tremendous positive energy to embrace and integrate accountability into everything they do individually and collectively.

With Accountability demonstrated and supported with meaning, clarity and consistency by everyone in the team, results that previously would not or could not be achieved become entirely achievable. Everybody becomes committed to closing accountability gaps so it becomes a 360° Accountability that aligns everyone in making Accountability a value that we all can, and know how to implement.

Accountability done right, and effectively applied, is a win for everybody, as opposed to accountability done incorrectly which creates winners and losers.

This proclaimed value now comes to life with much greater meaning, clarity and impact.

DON'T FORGET TO WATCH THE "HONESTY AND ACCOUNTABILITY" VIDEO.