

PURPOSE

HONESTY AND ACCOUNTABILITY



VIDEO
TRANSCRIPT
FOUR



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Video Transcript Four

Honesty And Accountability

Honesty

To help you recognise and identify the core values that would be applicable and suitable for you, that'll match your values, we've identified six of the most popular core values and divided them into three modules. The final two core values that we're going to talk about are Honesty and Accountability.

Having honesty as a core value can have huge benefits for a company wanting to go the extra mile and wanting to be seen as superior in their industry and in their niche. And once again, with honesty we're not just talking about having honesty with the customers. We start with honesty with our dealings with all of our staff. "Honesty" meaning that they totally trust what we say and what we do, what we expect of them, and that there's no hidden agendas, there's nothing misleading about it. That the person they are dealing with is totally honest. And that is how we want it to be.

We need staff to be totally honest because sometimes things go wrong. And when they do, we need them to have the confidence of knowing that honesty is more important than having the fear of admitting a mistake or doing something wrong. At least if we're upfront and we're honest about it, then we can at least deal with it. So it's terribly important within the staff that we have honesty as an issue, that they all understand that is incredibly important.

And once we have honesty as a core value within our staff, then that will be manifested in terms of how we deal with our customers.

Because as long as we maintain that same core-value in dealing with our customers, once again, this will have a profound effect on our marketing and on our selling and in our relationship with our customers.

They may not always be thrilled with what we say or do, but they'll say, "At least he or she told me the truth."

So often when we deal with a supplier, we'll ask, "When can you do this?" They'll say, "Oh, we'll have it there by Wednesday". They are just saying what they believe you want to hear and just hoping to goodness that they might be right and it gets delivered on a Wednesday, when in fact Thursday or Friday is a far more realistic best estimate..

It is far better to be honest up front and say, "The earliest I can get it is Friday." Be honest with people, let them know where they stand with you, and it can have a huge impact on the success of your business.

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Honesty And Accountability/Continued....

Accountability

The next core value, that you will get great mileage from is – Accountability or sense of responsibility.

Now, this is massive. We're talking about taking responsibility for what goes on in your business from the outset without having to blame anybody else. No blame on any outside sources or any other third parties and say, "I will take full responsibility for delivering on my word." Because that's exactly what we need when we're dealing with people.

And once again, this starts with the staff taking full responsibility for how we do things. And by taking that full responsibility, it forces us when we're communicating with our staff that they fully understand what we're saying, they fully understand where we're going – not only where we're going and how we're getting there, but why we're getting there. It becomes a huge issue in terms of responsibility, because if we're taking full responsibility for it, we should ensure that the staff know what it is we're talking about.

Equally, we should ensure when they're passing the message on to their troops that they also take full responsibility for the result.

We would never want a situation where they come back and say, "That went wrong because the lady or gentleman in the corner got it all wrong" when we want the manager, the supervisor for them to take responsibility for it.

And by doing that, it really does help to keep the ship sailing smoothly.

Video Transcript Four

Honesty And Accountability/Continued....

And with that sense of responsibility within the staff, that will in turn, have a profound effect on our dealing with our customers.

Because once again, when the customer orders a product or service, we take the responsibility of understanding exactly what the customer has in mind, we must be clear on what they expect that product or service to do for them, and we don't just guess.

We're taking responsibility for what the customer is buying will do what it says on the tin. That what we're delivering to these customers will achieve what it is they have in mind.

So it becomes terribly important that we, from the outset, take responsibility for the result, take responsibility for the outcome, take responsibility for the consequence of our dealings with that customer.

By adopting this approach, it will really help the business grow substantially.

So those are the six of the major core values, which are listed as Teamwork, Communication, Respect, Integrity, Honesty, and Accountability.

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