

ACCOUNTABILITY TOOL



To ensure that your long-term aspirations receive the attention, energy and investment they deserve, you must build a habit of measuring more and increasing your future focus. Complete the Accountability Tool and refer to it daily so that you and your executive team are consistently measuring and discussing progress toward your most significant aspirations. Add or modify roles as necessary, and update quarterly.

Role	Name	Most Important Metric, Result or Outcome		
		This Quarter	This Year	Within 3 Years
CEO				
COO				
CFO				
Sales				
Marketing				
Operations				
HR				
Technology				

EXAMPLE

CEO David Employee NPS % of "A" performers Double net profit



Similarly, identify your top one or two personal goals/priorities and itemize specifically how you will measure more to track your progress and remain fully accountable.

Personal Goals/Priorities	Most Important Tracking Metric/Action

EXAMPLE

Lose 25 pounds

Log daily food and drink consumption into a calorie-tracking app

