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The **Three Keys** to Boost
ACCOUNTABILITY

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Get Started

Imagine working in an organisation where no one takes responsibility to steer it to where it needs to be. Sounds chaotic, right?

Accountability is an incredibly important aspect in giving any operation direction. An efficient organisation has employees that are proactively accountable at every level and have a clear understanding of what needs to be done to achieve the larger goal. But how do you, as a leader drive a consistent message that employees align with and create a result-oriented work culture.

Creating an
Accountable Team

Building a culture of accountability rests entirely on how an organisation functions. From an operational standpoint, every department can improve team and individual accountability by focusing on three integral aspects of every day operational business.

Goal
Setting

Setting goals is not as simple as it seems. Goals are not just numbers that the sales team needs to hit or completing certain tasks by the end of the quarter. Goals determine the direction of the organisation and often is a factor of motivation.

Organisations today follow a simple, proven rule to setting organisational goals. The acronym SMART (Specific, Measurable, Achievable, Relevant and Time-bound) is not a new concept but is still extremely relevant to leadership teams today.

While this is a great framework to setting goals, one important addition needs to be made in conjunction with SMART goals. Each goal needs to have teams that are primarily accountable for that goal. There needs to be a clear indication of how each individual's goals within an organisation contributes to the overall success of the organisation. This way, every member of the team has a clear picture of what needs to be achieved and can go about planning their work. By giving employees this level of transparency, it also ensures that they are goal-oriented as opposed to being task-oriented.

Procedural Compliance

While goal setting helps teams see the bigger picture, procedural compliance gives them the means to execute their tasks in a structured, systematic function. As business processes increase in complexity to keep up with the demands of customers and the industry, the need for transparency and accountability is tremendously crucial.

If you haven't already, we highly recommend you take a look at our comprehensive guide to compiling effective Standard Operating Procedures: **Operating Procedures Maximiser** e-book. Feel free to download it by heading back to our Knowledge Centre.

Each SOP needs to specify the team that works on every single step of the business workflow from beginning to end. This way, each work order is passed on between teams/departments/individuals in a smooth manner. But the buck doesn't stop there. There are a few unique challenges that need to be addressed from an operational perspective.

How do managers ensure that their team members work on tasks in a first-in-first-out basis and not cherry pick their work?

How do they ensure the work is completed if the assigned team member is unavailable? Adding to this, it can be time-consuming to allocate work based on bandwidth and keep track of the status of each task.

The solution here, therefore, is to implement a system to route tasks to teams rather than individuals. This way, every task assigned to a team lets members of the respective team to proactively claim tasks from the queue rather than having to deal with tasks being pushed on to them. Managers can also advise their teams to prioritise tasks as they come in and keep track of their status. This goes a long way in increased flexibility and productivity.

This pull method (and much more) is also explained in our introduction to Kanban - **Process Optimisation Blueprint** e-book, please head back to our Knowledge Centre for more.
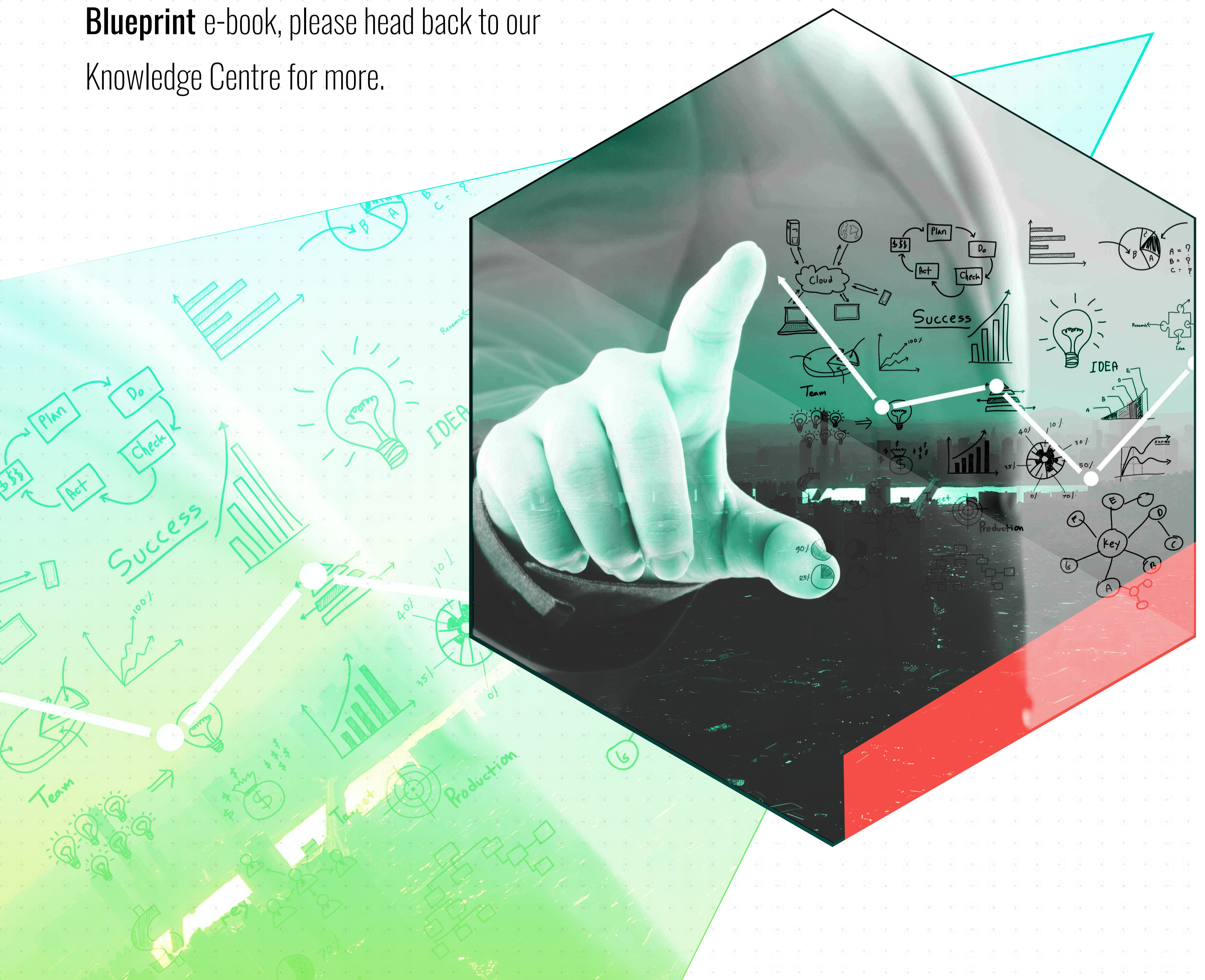
Measurement and Improvement

A business process is rarely the finished article, merely it is the latest version, so iteration and continuous improvement is crucial. Feedback is an important aspect of this process but more importantly, it is vital that managers define ways in which performance is being measured and ensure that their teams are constantly being provided constructive feedback to improve themselves at each step. This way, they feel accountable to take measures and improve individual and team metrics.

Improvement also encompasses identifying steps in the process that can be carried out in a more efficient manner. Managers need to be accountable for identifying hurdles that come in the way of smooth operations. As shared previously, a Kanban-inspired smartboard can really help here, to identify bottlenecks, redundancies, and other roadblocks in the process. This will help managers optimise the way their teams function. Take a look at our Process Optimisation Blueprint e-book for more.

In Conclusion

We hope you found this short workbook useful and can put some of these fairly simple ideas into practice in your organisation. As you begin to include SMART goal setting, procedural compliance, measurement and continuous improvement in your business you will see massive improvements in accountability, and ultimately productivity!

Boombirds is a dynamic workflow automation tool that helps companies improve efficiency, improve accountability, and boost productivity. With Boombirds, you can:

- Define an unlimited number of Standard Operating Procedures that help you drive procedural compliance

- Increase transparency of operations and identify bottlenecks in your process with Kanban-inspired smartboards

- Route work orders to the relevant teams in an intelligent manner as they come in and track their status in real-time

- Create self-organised teams by allowing team members to proactively claim tasks from the queue

- Gain access to timestamped action logs and keep track of crucial metrics and actionable insights for each work order

Boombirds is dedicated to the singular vision of helping businesses accelerate their growth by boosting productivity, improving operational transparency, optimising the service delivery process, and ultimately providing customers with consistently delightful experiences.

If you'd like to learn more about how to ensure accountability is at the forefront of your processes reach out to us at support@boombirds.com, schedule a demo or start a free trial today by visiting our website.

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