

# BUILDING A CULTURE OF ACCOUNTABILITY AND TRUST

Family Business

## ACCOUNTABILITY

### 1 What is accountability?



Consistently taking responsibility for your own words and actions, as well as, the outcome that they have caused.

### 2 Why does it matter?



When there is not sufficient trust in an emotional system, working together causes anxiety and stress which in turn causes people to avoid engagement.

### 3 How is it cultivated?



Consistently taking responsibility for your own behavior. Following the rules. Owning mistakes or admitting that you do not know.

## TRUST

### 1 Accountability fosters trust



When others can depend on everyone else acting in an accountable manner, they can relax about the process and trust the outcome. It relieves the anxiety in the system.

### 2 Trust saves time & money



When trust is low, all processes are slowed or blocked. A culture of skepticism sets in. Fear, doubt, and objections cost time and money. Opportunities are lost.

### 3 Trust is your most valuable family business asset



Without sufficient trust members of a family business are likely to divide rather than align. Without alignment the system will eventually collapse. Every family business is a system.

TRUST  
\*the\*  
PROCESS

## SUCCESS

### Lack of accountability looks like...



- Blaming others
- Excuses like: "I was too busy."
- Ignoring or forgetting commitments
- Not acknowledging your mistake
- Showing up late or not at all
- Not listening at a meeting
- Skipping scheduled meetings
- Hiding information
- Defensiveness

### Qualities of Accountability



- Keeping expressed commitments
- Acknowledging mistakes
- Accepting responsibility for poor outcomes
- Consistently doing better or improving
- Learning from mistakes
- Arriving prepared for meetings
- Communicating changes
- Showing up, being present
- Embracing feedback

### What does trust feel like?



- Safe
- Reliable
- Potential
- Openness
- Opportunity



Trust is a feeling



Accountability are behaviours and actions

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