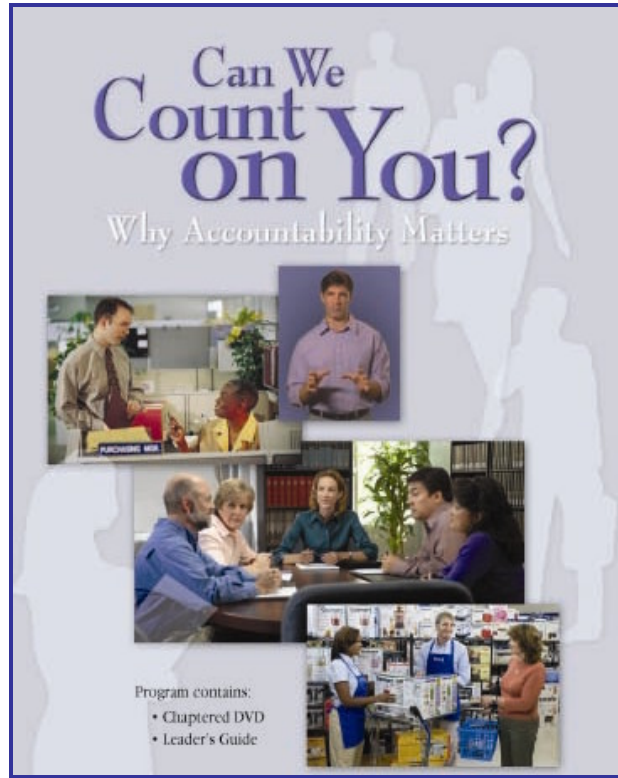


PREVIEW GUIDE



Can We Count on You?

Why Accountability Matters

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CRM Learning's Can We Count on You?

In today's competitive workplace, it's all about accountability.

No matter what your current business conditions are, one thing is certain: we are all working in an environment where we can lose business in the blink of an eye to someone down the street or around the world. One missed opportunity can have a significant effect on both current and future success.

What does that mean for each employee at every level of our organization? It means that we all need to be accountable – to our customers, to our owners, and to the person at the next desk or workstation. We need to take ownership of our work, commit to doing it right and on time, and make sure to help our co-workers succeed at their own tasks.

We hear the term “accountability” often. But what does accountability look like? What does it sound like? How do we know accountability when we see it?

CRM Learning's Can We Count on You? helps you take on this timely learning challenge. While accountability may look a bit different at every organization, the need for personal responsibility and taking ownership of what we do and how we do it are common to success at any level.

In the final analysis, it comes down to a simple question: **Can we count on you?**

This workshop will help you and your organization:

- Break down the larger and sometimes abstract concept of accountability into behaviors that are easily recognized and managed.
- Work through concrete examples of accountable (and less accountable!) behaviors.
- Demonstrate techniques that can help accountability become an everyday goal and habit.

What's In It For Your Organization?

Here's how this workshop can help you build a more accountable workforce:

- *Do you have a changing mix of employees - new employees and veteran employees?*
Use **Can We Count on You?** to ensure everyone is “on the same page” and receives the same training.
- *Have you observed a pattern of errors or missteps that need to be addressed?*
Use **Can We Count on You?** to get your team moving in the right direction again.
- *Do you want to increase your team's level of expertise in handling more difficult problems or customer service challenges?* Use **Can We Count on You?** to get them started with a more intense focus on workplace accountability.

- Are you training or re-training people to enter the workforce, and need a solid introduction to what professional, accountable behavior looks like on-the-job? Use ***Can We Count on You?*** to help them jump-start their new career with the right attitude and commitment.

Can We Count on You? presents 10 carefully selected scenes from CRM's best-selling video programs to illustrate both positive and negative examples of accountability. Discussion questions and activities are included to help drive home the points for each one.

The informative host and the scenes he introduces break down the basic behaviors that make us accountable:

1. Make sure you understand
2. Write and speak clearly
3. Do what you say you're going to do
4. Don't make excuses
5. Learn from your mistakes
6. Be ethical
7. Take initiative to solve problems
8. Serve customers professionally
9. Be a team player
10. Know how to solve your own conflicts

Self-Assessment

Can We Count on You? includes a brief self-assessment form to help workshop participants pinpoint areas of special interest or concern in their path to accountability, and to help measure any changes in attitude following the workshop.

We recommend handing out and reviewing the Pre-Workshop Assessment as your first activity in the workshop. However, you may instead want to administer and review the assessment prior to the workshop to help plan where to spend the most time during the session.

Discussion Questions and Exercises

The workshop, like the video, follows ten key behaviors of an accountable person. This section provides the discussion questions and exercises for each of them.

I. Make Sure You Understand

The Scene

Giving clear instructions to someone makes all the difference in getting the right results, on time. This scene shows how poor direction and lack of clarification on both sides of a website redesign project can make a relatively simple task impossible.



When giving or receiving instructions, the responsibility for understanding falls on both sides of the discussion. The person giving directions has the responsibility to be clear. The person on the receiving end has the responsibility to ask questions and not proceed until unclear points have been resolved.

In this scene, manager Lynn fails to communicate with clarity about a website revision. Although Edward realizes he doesn't have all the information he needs, he fails to get answers to key questions that can help him succeed.

Discussion Questions

1. "Just make it look better" does not answer Edward's key questions: "What are your goals? What needs to change?" What does this short exchange tell you about both sides of this conversation?
2. Much of taking on a task involves **clarity**. Discuss the following statement: "Being unclear is a way of avoiding your own responsibility for a project." Do you agree or disagree?
3. Why **don't** we ask questions when we're given an assignment?
4. If someone were to tell you to "spend some time, but not too much time" on a project, how would you know how much time to spend? Develop three follow-up questions to respond to this unclear instruction.
5. What else could Edward have done when Lynn began to walk away?

Exercise

This exercise gives participants a chance to use a series of questions to explore and understand the scope and requirements for a project. This worksheet can be a great guideline for 'making sure they understand' any future tasks they take on.

The worksheet can be found in the Appendix (page 23).

2. Write and Speak Clearly

The Scene

When you're working on a team – and almost all of us are – a problem in one part of a procedure can affect the whole unit's ability to get things done. The key to understanding and resolving these issues lies in clear communication on both sides of every exchange, whether it's on the phone, in person, or through email or hard copy.



The host first illustrates how email, one of our most common forms of organizational communication, can sometimes confuse more than clarify. He points out that writing clearly not only helps clarify what's being communicated, but also presents you and your organization in a professional manner.

The second issue covered in this segment is speaking clearly, illustrated through ineffective and effective task assignment. First, we see a supervisor ask for someone to investigate an issue and look for a solution in a loose and unclear way. Then, we see him give the same assignment with clarity and a measurable goal, and then see the selected employee confirm the requirements and "own" the task.

Discussion Questions

1. What was wrong with Carl's first attempt? What did he NOT do? What were Aaron's chances of success?
2. On his second try, how did Carl make things more specific? Why is it important to be specific when making assignments?
3. Carl described the consequences of the continuing parts problem. How will this information help Aaron complete his investigation?
4. When making an agreement with someone about a task, which points do you think should be worked out ahead of time (for example, the deadline, the goal of the task, etc.)?

Pre-Workshop Assessment

The following questions will help determine which accountability skills you should focus on as you prepare to attend this workshop.

Please rate yourself on the skills listed below by checking one of the columns to the right of each statement.

Skill	I could use some help	I'm OK at this	I'm good at this	This is my strong suit
Taking the time to make sure I understand directions and requirements fully before beginning a project.				
Writing and speaking clearly in all my communications with others at work.				
Being careful to make clear commitments and following through on them.				
Taking responsibility for my actions when something goes wrong, including not making excuses.				
Learning from my mistakes.				
Acting ethically in my actions and relationships with others.				
Working well as a team player.				
Taking the initiative to solve problems.				
Serving customers in a professional way.				
Knowing how to solve interpersonal work conflicts on my own.				

Worksheet 1: Make Sure You Understand

6 Questions to Ask Before You Start

Instructions: Think about a project you've recently been assigned, or a task you'll be taking on soon. Use the questions below to make sure you understand the task before you begin.

1. What is the task's goal or outcome supposed to be?
2. What actions, assistance or resources are required?
3. When is it due, overall? Are there due dates for various steps?
4. How will it affect my other work/projects?
5. What obstacles might occur that I should plan for?
6. What authority do I have to complete this task?

Worksheet 10: Know How to Solve Your Own Conflicts

Instructions: Being accountable means knowing how to solve your own conflicts at work. Think about a personal conflict you've experienced recently with someone, and then complete the worksheet below to plan a solution. You can also use this worksheet as a guideline for solving future conflicts!

First, ask yourself some questions to figure out what's really going on:
1. What am I upset about? What, specifically, happened? What emotions am I feeling: anger, hurt, frustration? Why am I feeling that way?
2. Have I contributed to the problem? How?
3. What would an ideal resolution to this conflict look like? If I were the other person involved in this situation, how would I want to be approached and dealt with?
Second, address the other person:
Begin with <i>I need your help to solve a problem I'm facing...</i> and then describe the following for them:
Exactly what happened:
How it made you feel:
The negative impacts the situation has caused:
Third, LISTEN to the other person's side of things. Don't interrupt. Ask questions for clarification and then repeat back what you've heard them say to make sure you've understood.
<p>Finally, work towards a solution.</p> <ul style="list-style-type: none"> • Gain agreement from the other person that a problem exists • Identify each other's concerns and needs • Explore win-win solutions • Agree on what to do • Talk about how to handle things if the problem/conflict occurs again • Close on a positive note

Materials Included With *Can We Count on You?*

Can We Count on You? is a workshop appropriate for use in a number of different employee development areas. This video program shows that “accountable” people are highly valued by managers, co-workers, the organization itself; and, how being a person who others can count on is a matter of consistently doing what you say you’ll do...and doing it to the best of your ability.

- ◆ In the **chaptered DVD**, an onscreen host explains the relationship between personal accountability and job success. The host then walks viewers through a series of ten scenes that illustrate what being “accountable” really means by showing behaviors that make the employees who practice them valued. The video can be played straight through or in a stop-and-start mode to allow for review and discussion of each behavior.
- ◆ The **Leader’s Guide** provides discussion questions and exercises on each of the ten behaviors presented in the video. These will help the facilitator to stimulate discussion and learning by the participants.
- ◆ The Leader’s Guide also contains reproducible **Participant Worksheets** that cover each of the ten behaviors, as well as a **Pre- and Post-Training Assessment** to help participants pinpoint areas of special interest or concern in their path to accountability, and to help measure any changes in attitude following the workshop.



Program Information and Pricing

Purchase Price: \$695.00

Rental Price: \$225.00

Preview Price: Free

Running Time: 24 Minutes

Materials included with purchase: chaptered DVD, printed Leader's Guide with reproducible Participant Materials

Quantity Pricing Discounts

(multiple copies)

2 copies 10% off

3-5 copies 15% off

6-10 copies 20% off

11-15 copies 25% off

Industry discounts may also apply; call your Sales Consultant for more information.

(contents, pricing & discounts subject to change without notice)

