

The 5 C's of Accountability:

An easy reference guide

To harness accountability for enhancing personal and team achievements, it's not as much about what you are doing, but who you are being - these foundational ways of being lead to effective accountability.

65%

Increase of achieving a goal if you
commit to someone*

95%

Increase of achieving a goal if you have
a specific accountability appointment*

The 5 C's of Accountability:

- **Conscious:** Approach each conversation deliberately and intentionally. Prepare your mindset and be purposeful with your language, tone, and energy. Keep in mind the impact you want to have. Be awake to opportunities for accountability conversations.
- **Clarity:** Address the core issues directly, trimming filler from your discussions. While context is crucial, avoid the temptation to over-contextualize as an avoidance of the discomfort typically felt in accountability conversations.
- **Caring:** See and value the person for all of who they are. Acknowledge their strengths while also addressing lapses. Articulate generous assumptions about their intentions.
- **Curiosity:** Invite in insights from the other person. Engage them in the process of identifying and solving for challenges rather than owning that burden yourself.
- **Consistency:** Follow up on what you've previously discussed, using reminders as needed to hold yourself accountable. Seek out and regularly initiate accountability conversations to start building a culture of accountability.



ClearEdge Rising is a learning and growth community for women leaders across the talent industry. The next set of cohorts starts in October. Visit www.clearedgemarketing.com/rising to learn more.