



Bill Benjamin

Why Accountability Doesn't Work

Why Most Leaders Get it Wrong and What To Do

Most leaders think that holding people accountable is about how well they can create a “goal-oriented” culture and have the discipline to enforce those goals. Sounds great, but how motivated are you when someone tries to “hold your feet to the fire” and coerce you to perform?

Holding people accountable doesn't work. You have to motivate people to hold themselves accountable!

Why don't people hold themselves accountable or take ownership when they know they should? It isn't because of a lack of intelligence or job knowledge. The research is clear: the number one reason why people don't take ownership is emotional. If a person's emotional needs are not met – feeling supported, having a voice, being empowered and trusted – then they are not going to take personal accountability.

This program looks at how leaders can leverage the science of emotions to motivate others to take ownership of their goals, thereby making accountability a non-issue. Leaders will learn techniques to connect with the emotions that drive people's behavior and motivation, and create a culture where people are inspired to take ownership and be held accountable because they feel engaged and not coerced.

The session provides individuals with the following learning opportunities:

- *Increased awareness of the drivers of accountability*
- *Understand the brain science of emotional needs that drive behaviors and personal ownership*
- *Increased self-awareness through self-assessment and interactive exercises to identify the impact leaders have on others when they hold them accountable*
- *Learn what it means to truly connect with the emotional needs of others and create relationships that inspire others to excel and hold themselves accountable*
- *Learn and practice techniques that will help leaders create a culture of accountability and ownership*

What separates companies and individuals who get to the next level is the ability to intelligently manage emotions. These abilities – known as EQ - count for twice as much as IQ and technical skills combined in determining who will be a star. This session draws from cutting-edge research and IHHP's work on accountability with Olympic medalists, the US Army and high performing leaders around the globe.

About Bill Benjamin:

Bill is an experienced executive who has an in-depth understanding of what drives behavior and great performance in organizations. He is the CEO of the Institute for Health & Human Potential, a successful multi-national business, which has been selected by Profit Magazine as one of the 100 fastest growing companies in Canada, and is listed in the PROFIT 100, Canada's authoritative ranking of high-growth companies. Bill's training includes advanced degrees in Mathematics and Computer Science. Bill has presented to highly discerning audiences with great success. His clients include, NASA, the US Army, Pfizer, HBO, Treasury Inspector General for Tax Administration, The Federal Reserve Bank, BlueCross BlueShield, the Air National Guard, and many more.