

Example 10:

An Accountability Agreement for the Managing Partner in a Financial Services Firm

Business Focus Statement

- Clarify the life and financial goals of clients.
- Create a financial strategy to meet and/or exceed those goals.
- Implement that strategy.

Accountabilities

I am personally accountable for:

- Ensuring the implementation of all marketing plans.
- Creating, developing, and managing our client service process.
- Ensuring regular, ongoing communication with existing clients.
- The success of our staff team.
- Ensuring that the business operates efficiently on a day-to-day basis.
- My physical, mental, emotional, and professional well-being.

My partner and I are jointly accountable for:

- Creating, delivering, and protecting a consistent business image.
- Creating a marketing plan consistent with our image.
- Defining and working within a profitable target market.
- Ensuring the financial health of our business.
- Open, honest, and timely partnership communication, and resolution of partnership stalemates using the advisory board where necessary.

Supports

- My partner stays focused on generating qualified opportunities within our target markets.
- My partner provides timely feedback on all aspects of the business operation.
- All team members independently and proactively fulfill their accountabilities.
- Our clients respect and work with our client service process.

Measures

- Total revenues and expenses.
- Annual review for every Top 100 client.
- Number of qualified referrals from clients.
- Level of staff turnover.
- Number of clients who leave.
- Client satisfaction survey results.
- Personal income levels.

Goals

- These will be set quarterly and communicated to all team members within three days.

Natural Consequences

- Potential clients will seek us out for service.
- Our clients and strategic allies will have full confidence in referring business to us.
- We will achieve our mission, which is to see our clients meet their goals.
- Our incomes will go up and we will have more time off.

Negotiated Consequences

- 154 free days this year.
- Three-week trip to Italy this year.
- Bonuses for all team members.

Evergreen Plan

- Review this document weekly with all team members.
- Use this document to guide quarterly goal-setting.
- Laminate this document and keep on hand to guide decision-making and prioritize actions.