



Crucial Accountability showed management how to stop avoiding conflict and helped them recognize that holding others accountable is healthy.

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IMPROVE ACCOUNTABILITY, EXECUTION, AND PERFORMANCE

Why Crucial Accountability?

A culture with weak accountability is one where those who see problems say nothing because they assume they don't have the authority or skills to raise a concern. Our research shows when people see accountability as "someone else's job" they waste time, resources, and morale—specifically, employees waste \$1,500 and an eight-hour workday for every accountability discussion they avoid. These costs skyrocket when you consider that 95 percent of a company's workforce struggles to hold their colleagues accountable.

The Crucial Accountability™ Course

This two-day course teaches a straightforward, step-by-step process for identifying and resolving performance gaps, strengthening accountability, eliminating inconsistency, and reducing resentment. It uses video, group discussions, skill practice, and real-life application to make the course both entertaining and engaging.

Organizational Benefits of Crucial Accountability

Organizations around the world have turned to Crucial Accountability to improve bottom-line results like quality, efficiency, satisfaction, safety, etc. Results include:

Teamwork & Relationships: Dallas Housing Authority eliminated silos between departments and helped employees resolve conflicts with peers and supervisors.

Efficiency: San Antonio School District saw a 50 percent drop in grievances that previously clogged their administrative system.

Safety: Pride International improved their total incident rate by 55 percent and reported zero accidents that required employees to miss time on the job.

Employee Turnover: Orkin saw an 8 percent decrease in turnover, and Pride International decreased turnover by 40 percent.

