

## Strategic Sales Reinforcement - Creating Change Requires Accountability

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Change means “to make different.” Accountability means “a willingness to accept responsibility.”

Many employers I have dealt with assumed that after they trained their staff on something new, change would occur naturally. Why? Because, being entrepreneurially oriented, they associate learning with change. *Why would I learn something new and not use it to change?* they ask. Further, I have had countless discussions with employers about why their staff does not accept responsibility for executing the new program once it has been rolled out. Business owners do not understand why someone does not just “do it” once they “know it.”

These owners have fallen victim to the “I see the world as I see myself” trap. They think that everyone is just like them, sees everything they see, and has the same desire or willingness they have. When change does not occur rapidly and there is a lack of willingness to accept responsibility, they are at a loss.

Does this mean that unless you have a team of entrepreneurially oriented staff you cannot achieve change or accountability? Not at all! It does mean that certain procedures and processes must be put into place to ensure that change and accountability occur.

The next series of articles will tackle these three components of ensuring change and accountability for that change:

- 1. Reinforcing the Desired Cultural Changes Within Your Organization**

This article will explain in detail previously referenced “best practices” which help ensure that the changes you are trying to accomplish are reinforced through normal business practices.

- 2. Types of Employees Impacting Cultural Change**

This article will discuss employee types, their impact in the workplace, and what you can do to facilitate change and accountability as a “leader.”

- 3. Leadership vs. Management**

This article will differentiate between the roles of leadership and management, and discuss why the differences are critical to the long-term sustainability of your program.

With these three key components explained in detail, you will find it easier to affect change and encourage accountability.

Until then. . .

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