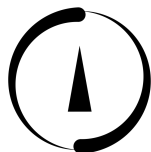


# The Accountability Action Plan



Set 12-Week Goals, Take Focused Action, Make Real Progress.



ACCOUNTABILITY WORKS.

# Getting Started

The Accountability Action Plan is a simple yet effective way to incorporate the best scientifically-proven methodologies for setting and accomplishing your goals. We will take a little bit of time to explain the design and purpose of the plan so you can best utilize it. Once you understand the set up, you can dive in and finish your plan in just a few minutes. By the time you are done you will have:

- Prioritized 1 to 3 goals that you can complete over the next 12 weeks
- Identified a specific strategy for accomplishing each one of your goals
- Committed to specific action you can take now
- Decided who to be accountable to

Why do you need a plan? People who write down their goals are 25% more likely to achieve them. Add a plan of action and you are 50-65% more likely to achieve your goals! That's a big jump for something that doesn't take a lot of time and gives you an immediate sense of clarity and purpose. Add an accountability partner that you report into once a week and you've increased your success rate to 76%. \*\* This plan includes all the tools you need - writing down your goals, creating a strategy for accomplishing them, committing to specific action steps and supporting it all with accountability. In short, your plan will maximize your effort, so you are more efficient with your time, and get where you want to go faster.

Why 12 weeks? We've tested out 4, 6, 8 12-week and 6, 9, 12-month accountability programs. We found our member's had the greatest success rate with the 12-week and 12-month increments. (Note: Our 12-month program is broken into (4) 12-week increments and allows for (4) rest weeks and (4) planning weeks.) We've found that 12 weeks is the ideal amount of time to accomplish a significant goal or complete a project and brief enough to stay engaged. We recommend that you use this plan for 12-weeks then take a week off to pause and relax. Then create a new Accountability Action Plan, building on what you've learned and accomplished and making goal-setting a habit.

\*"It's January 7: Are You Sticking to Your New Year's Resolution?" Knowledge@Wharton, University of Pennsylvania, January 7, 2013, <https://knowledge.wharton.upenn.edu/article/its-january-7-are-you-sticking-to-your-new-years-resolution/>. \*\* Matthews, G. (2015). "The Effectiveness of Four Coaching Technique in Enhancing Goal Achievement: Writing Goals, Formulating Action Steps, Making a Commitment, and Accountability." Presentation at the 9th Annual International Symposium on Psychology, 25-28 May, 2015, Athens, Greece.



## How to Fill Out + Use Your Plan

### STEP 1: VISION

Your vision statement will succinctly capture in writing what you want your life to look like 12-weeks from now. How are things different? How are you different? How are you feeling?

It's very common for people to come to us because they want to focus on professional goals only to find when we dive into vision, very different goals emerge. For example your vision might include spending more time with loved ones and feeling stronger in your body. That doesn't mean we discount the professional goals, it means that we also work on investing in relationships and building physical fitness now. So be sure to consider different areas of your life when you write your vision statement. Health, family, career, finances, home, spirituality, or any area where you'd like to experience completion, growth or change.

#### HERE'S WHAT YOU NEED TO DO:

- Write a short paragraph that describes your ideal scenario of what your life looks like three months from now.
- Be sure to write in the present tense so that it reads as if everything is happening. Include as many details as you can.
- The more that you can see yourself experiencing that future the more powerful it will be.
- Steer clear of negative or charged words like 'debt' or 'weight.'

#### EXAMPLE: VISION STATEMENT

I am enjoying connecting with friends and family. I am organized at work and my team just had our best quarter of the year. I feel fit and healthy and especially grateful I've been spending more time in nature.

Tip: If you would like additional guidance on creating a vision, you can download our AW Vision Guide.

# EXAMPLES

## STEP 2: GOALS

The Goals section has room for up to 3 goals or projects that you would like to complete over the next 12 weeks. Thinking through your vision statement should inform your goals but if you still aren't sure what goals to set at this moment, make a list of what you would like to change, accomplish, or complete over the next 12 weeks. Review and select your top 3. Before you write a goal into your plan make sure that the goal is specific (you know what complete means), measurable (you know when it is done), ambitious (its a stretch) and something you can complete over the next 12 weeks. See examples to the right for ideas. Remember, once you set a goal you are committing to working on it for the next 3 months, so choose wisely.

## PERSONAL FOUNDATION

Your personal foundation includes the habits and routines that support you in accomplishing your goals. Consider:

- Energy: sleep, nutrition, exercise
- Planning & Organization: time blocking, weekly reviews, systems
- Resilience to stress: meditation, journaling, creativity
- Connection: quality time with loved ones, time in nature

## Step 3: Strategy

Now take each one of your goals and decide how you are going to go about accomplishing it. For large projects or goals we ask our members to think through the beginning, middle, and end stages of their goal or project. This often results in a 3-step strategy. When you set a big goal you can have a hard time getting started because you either don't know where to begin or you find the goal is too overwhelming. Developing a strategy will give you a smaller goal within the goal to start with. Other goals will require you to do the same actions every week consistently so a multiple stage strategy won't be necessary. That is okay too. Once you've started working on a goal, it's okay to change your strategy. You will learn through action, and that will inform your next step. Right now your strategy is your best guess.

Setting Goals that are Specific, Measurable and Actionable:

- Develop a lead generation system that brings in 3 qualified leads per week
- Work out 4 times per week, at least once outdoors
- Organize home office and create filing system for business documents



## Developing Strategies for Different Types of Goals:

For a project-based goal like, 'Develop a lead generation system that brings in 3 qualified leads per week,' you might have the following strategy:

1. Research and choose 2-3 lead generation methods that fit my business
2. Set up systems and test each method for 4 weeks
3. Optimize the best-performing method and scale to consistent 3 leads/week

For a habit-based goal like, 'Work out 4 times per week, at least once outdoors,' your strategy might be something like:

1. Start by working out 2 times a week, at least 1 time outdoors
2. Build up to working out 3 times a week, at least 1 outdoors
3. Increase to working out 4 times a week, at least 1 outdoors

For a goal that combines project and consistency like, 'Organize home office and create filing system for business documents,' you might:

1. Declutter office and identify what documents need organizing
2. Research and set up digital and physical filing systems
3. File all documents and maintain system weekly

## Step 4: Weekly Commitments

Now it's time to break your strategy down into weekly commitments. Once you have filled out your Accountability Action Plan, use your Weekly Accountability Action Sheet to note your weekly commitments. You can print a new one each week.

Your commitments are the action steps that you will take to accomplish your goals and live your vision. When you make a commitment related to your goals, often times it will be inconvenient or feel less urgent than other things you have to do. That is why we use the word 'commitment.' Commitment means to make a promise and keep it. Therefore, don't treat your commitments like a to-do list. Getting everything done on your to-list might be satisfying but will it change your life? Probably not. But completing your commitments are the stepping stones to your goals and vision.

A good commitment is specific, measurable, and something you can take responsibility for completing. It is also a stretch. That is why you don't want too many of them. It is better to start with smaller commitments that build momentum than to overcommit and stall out. We've given you room for up to 3 commitments per week per goal. You do not have to fill in each line.

### Best Practices:

- Look at your schedule for the week BEFORE you set your commitments.
- Schedule each of your commitments or set up reminders so that you don't forget them (this is so important we made it part of the plan).
- Set yourself up to be successful, if you have an unusual week i.e. travel, meetings, etc. make sure your commitments take that into account.

## Step 5: Practicing Accountability

At Accountability Works®, we are huge advocates for making a habit of working on your goals. Practicing accountability means that you are sharing your progress on your goals and checking in on your weekly commitments with one or more like-minded individuals. Sharing weekly updates means allowing others to observe your progress and being honest about your setbacks so you can give and receive feedback. This will not only help you stay committed and on task, but collectively you will accomplish much more together than you would on your own. This is the final piece of your plan. Write down who will be practicing accountability with and on what day and time you will meet.

Most people don't have a framework for what an accountability practice looks like. Use your Weekly Accountability Action Sheet to check with your accountability partner(s). Come to your meetings with your next sheet filled out so that you can share what you will be working on the next week. Don't change the sheet once you've set your commitments. You'll learn a lot from what you do and don't complete each week.

We love helping you reach your goals and we know that accountability is the difference between finishing and falling off track.

# ACCOUNTABILITY ACTION PLAN

ACCOUNTABILITY WORKS.

Use this action plan to define your vision, set clear goals, and establish a personal foundation for success.

Start Date:

End Date:

**Vision Statement:** It's 12 weeks from now, what has changed, improved, or been accomplished? How do you feel?

**Goals:** What are your 1-3 most important goals? Make sure they are specific, measurable, and that you can accomplish what you've written down over the next 12 weeks with consistent effort. Under each goal, write down how you will go about accomplishing each goal.

## Goal #1:

I will accomplish this goal by...

- 
- 
- 

## Goal #2:

I will accomplish this goal by...

- 
- 
- 

## Goal #3:

I will accomplish this goal by...

- 
- 
- 

**Personal Foundation:** What habits or routines will support you in accomplishing your goals over the next 12-weeks? Consider the areas of energy, resilience to stress, and connection to yourself and others.

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**Accountability:** This 12-week action plan is designed to help you stay focused and accountable to your goals. Regularly review your progress with a partner(s), adjust your strategies as needed, and note your accomplishments along the way.

Accountability Partner(s): \_\_\_\_\_ Check-in Schedule: \_\_\_\_\_

# WEEKLY ACCOUNTABILITY ACTION SHEET

(PRINT FRESH EACH WEEK)

WEEK # \_\_\_ OF 12 | DATE: \_\_\_\_\_

What specific actions will you take this week in support of goals?

THIS WEEK I'M COMMITTED TO...

GOAL #1:

GOAL #2:

GOAL #3:

PERSONAL FOUNDATION:

I'VE SCHEDULED THESE COMMITMENTS OR SET REMINDERS:  YES  NO

ACCOUNTABILITY CHECK-IN:  SCHEDULED  COMPLETE

This sheet is designed to help you stay accountable to taking consistent weekly action. Regularly review your progress, adjust your strategies as needed, and celebrate your accomplishments along the way. Good luck!



# THE PATH FORWARD

## Ready to Make This Happen?

You've created your plan. Now it's time to follow through.

Here's what we know after more than a decade of accountability coaching: the difference between finishing and falling off track isn't motivation, it's accountability.

Research backs this up: writing down goals increases success by 25%. Having a plan increases it to 65%. But adding accountability boosts your success rate to 85-95%.

## Want Support to Stay on Track?

We help professionals and business owners turn their plans into progress through structured accountability coaching.

Schedule a [free consult](#) to explore our coaching programs and find the right fit for your goals.

With much appreciation,  
Ali, Marissa, and the AW Team

P.S. Questions? Email us at [support@accountabilityworks.com](mailto:support@accountabilityworks.com), or connect with us on [LinkedIn](#).