

# Cracking the Accountability Code!

- ✓ Learn what it really takes to hold your team accountable. It's not what you think.
- ✓ Discover how to establish a high-performance culture in your organization and make it stick.
- ✓ Find out how to get people to stop justifying why they continually fall short and inspire them to start exceeding expectations.
- ✓ Eliminate excuses once and for all.
- ✓ Enjoy growing your people so they can grow the organization.

**Experiencing having #1 bestselling author & strategic business coach Machen MacDonald motivate and inspire your people to become aligned, clear, confident, empowered, and committed to be their best.**



*"Listening to Machen has allowed me to see leadership in a whole new way. He does a fantastic job of showing how to keep it simple and stay focused on what really matters to get people to perform at their best."* –Brian Tracy #1 Bestselling Author, The Power of Self-Confidence

*"Machen has the unique ability to ignite the potential of his audiences."* - John Assaraf – Founder & CEO NuroGym

*"Machen has a unique talent to bring out the brilliance in anyone and any organization."* -Russ Lane, Compass Financial

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Machen MacDonald is a strategic business coach with over 20 years of experience leading and coaching top producers, business owners, CXOs, and community leaders to make a profound difference. He believes everyone has the right to step into their full potential, step up their game and experience living the best version of themselves. Through his simple and compelling performance models, he makes lasting transformation fast, easy and fun!

# Are Your People Prepared to Achieve Their Best Quarter Yet?

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*Inspire your organization to have its most epic quarter yet! Select the most vital message that your team needs to hear to increase their motivation and performance to achieve more. Have Machen customize a 60-90-minute dynamic presentation dialed in just for you. (Extended workshops are available.)*

1. **T.O.P. Time Brilliance!** – The reality is there will always be more to do than we can do. Do you have a list of things to do that keeps rolling over from day to day to week to month with important tasks and projects never seeming to get completed? Are you easily distracted by the minutia of the business that keeps you from effectively performing the daily building blocks to grow your business? **STOP IT!**

It's not about managing lists. It's about managing yourself and being better organized in relation to time based on your values, priorities, capacity and importance. Discover how to:

- **T**rack your past so you can improve and grow.
- **O**rganize your present to be more effective and efficient.
- **P**lan your future to assure your success.

Learn how to get more done, be more productive and feel more fulfilled! Continue to use whatever calendar or planning systems you currently use since these concepts and strategies are designed to optimize your efforts and success interdependently.

2. **Cracking the Accountability Code!** – You have great people. They do great work. They just may not be doing the best or correct work to grow your organization. **STOP IT!** Avoid letting inspired mediocrity drag down your organization's culture. Stop making it O.K. to continually fall short on goals & deadlines.

Eliminate the toleration of broken promises & commitments, regardless of the excuse. People on top performing teams have learned how to be accountable to themselves and hold others "capable" to performing at their best. Discover how to:

- Establish and deepen relevant trust on which to build a strong foundation of growth and performance.
- Discover how to become conflict proficient rather than conflict avoidant so you and your people can engage in meaningful discussions to create lasting solutions.
- Have a simple proven system to inspect what you expect so things get done and nothing falls through the cracks.

3. **Create a Brilliant Action Plan!** – It's your future that determines your present performance. That may seem backwards at first glance. However, effective leaders understand that going into the future and bringing it back into the present and working on it, is how great things get done. They know the 6 key questions that must be answered effectively to accomplish greatness.

Imagine having the power and focus that creating a Brilliant Action Plan on one page that is aligned, compelling and clearly dictates the daily actions of execution on which to stay focused. This is the desired deliverable from this inspiring presentation.

**BONUS: Live Brilliantly! Eliminate what holds you back.** – How much time, energy, creativity and money is wasted trying to posture, CYA, politic, protect and prevent? **STOP IT!** Part of the human condition is having doubt, fear and anxiety. To the degree of that uncertainty which your people are experiencing, they are limited. Find out what would be possible for your people if they were able to drop their guard, stop being dysfunctional and step into their full potential and out of what holds them back, mentally, physically and emotionally. (This dynamic is weaved into the 3 compelling presentations above.)