



**ESBA**

BEING ACCOUNTABLE





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# INVESTING IN OTHERS

You've now heard the stories of how Jeremie has been one of the first, if not the first, to receive a phone call when someone

- receives or accepts a scholarship offer
- made a great play
- won an award
- wants him at a special banquet or signing
- has been diagnosed with cancer
- has died

Why? He's just a soccer trainer, right? Not a coach, not a pastor or teacher.

And yet, he's all of the above. And he's built a foundation on relationship first. He's shown up, been consistent, been encouraging, been real, been giving.

This is what a spirit of excellence looks like. Showing up, every day, building relationships versus transactions. You build credit through consistent, small deposits in people's lives. And you measure success based on lives impacted.

# DEFINING SUCCESS

Revisit the work from early on in the course; write down your 'rich life'. Include any new goals or changes that you have made or would like to make. Ask yourself how you're building others up from what you do in business or because of the freedom your business provides.



You should find that the structure and frameworks you have put in place have lent themselves to your goals, including providing you with

- Increased cash flow
- Less work as technician
- Opportunity for growth

# BEING ACCOUNTABLE

Accountable <sup>1</sup>

adjective

1.

(of a person, organization, or institution) required or expected to justify actions or decisions; responsible.

"government must be accountable to its citizens"

synonyms: responsible, liable, answerable; to blame

"the government was held accountable for the food shortage"

2.

explicable; understandable.

"the delayed introduction of characters' names is accountable, if we consider that names have a low priority"

synonyms: explicable, explainable;

The word accountable is to be able to give an account; to explain what you've done and why.

In your business, accountability is vital to your success. Up to this point, you've been building in accountability with your relationships, your business, your clients, your investors through the processes you've put in place.

List some of the ways you've built in accountability

**In your personal life**

<sup>1</sup> Accountable definition from [Dictionary.com](https://www.dictionary.com)

**In your health**

Empty rectangular box for notes under the heading "In your health".

**In your business structure**

Empty rectangular box for notes under the heading "In your business structure".

**In your reporting**

Empty rectangular box for notes under the heading "In your reporting".



Hopefully you listed your lines of communication, your processes, your policies and procedures and more as examples of this.

But there is an area of accountability often not mentioned in business. It's called the art of showing up. Being present.

When you're accountable in a relationship, it means that you show up 100% everyday - ready and willing to do the work required to make it work.

In business, accountability looks like:

- **Consistency.** Each morning you show up with an approachable and positive attitude. Your contractors and clients don't have to guess who'll they'll meet each morning.
- **Leadership.** Accountable leadership is actively engaged in the daily operation of the business, not as a micromanager but an encourager. Gaps in the process are filled with active participation and problems are addressed with stability of emotions.
- **Followership.** You empower those you've entrusted with their own responsibility and leadership to lead.
- **Facilitation.** Accountable facilitators follow-up on what their business has promised and identify areas of weakness in their process and facilitate the implementation of corrective actions / interventions.
- **Responsibility.** Accountable leaders take responsibility for the business and its associates. They understand that passive income is a myth; active participation is required for a successful business and they take that responsibility seriously.

When you're accountable, clients and contractors and vendors know that you're word is your bond. You're commitments are valued. And the stock of your Brand is elevated.

**During times of crisis, people are more willing to stand by you.**

# NETWORKING

Traditionally, networking is a polite way to socially promote yourself over food and drinks and to get to know others too.

More recently, networking is used to level-up via connections.

**As a Brand, networking should take a back seat to relationship.** Otherwise, networking becomes a transactional exchange and short-circuits valuable business opportunities.

Rules for networking:

- Never give out your business card.
- Collect cards or email addresses and let the person know you'll be following up via email or text...and then follow-up.
- More listening, less talking. You'll become the smartest person in the room that way.
- Relate. Build relationship.
- Don't begin a conversation with "what do you do?" or "what are you here for?" Even in a business setting, phrase your curiosity as, "Tell me about you."
- Realize that everyone you meet isn't a good fit for your business but think of who you can connect them with. They might return the favor.
- Don't say "What's up?" or "Whassup?" You're NOT Bugs Bunny, nor are you a walking beer commercial.
- Dress and conduct yourself as a professional.
- Be consistent in your conduct, speech, and presence.



# NETWORKING IS NOT TRANSACTIONAL

Because networks are relational by nature, networks are built over time. To last, they need to be built on a foundation much like your business. Each person must understand their role in the 'network.' If they perceive you're using them as a ladder only, then they could pull that ladder out from under you at any time.

Everytime you open the business for the day, open your email or go to the grocery store, you have opportunity for a networking moment.

# BE INTENTIONAL IN YOUR NETWORKING

When attending an actual networking event, it's often helpful to write down why you're going and what you hope to get out of the event.

	Date	Date	Date	Date
Upcoming networking events				
Purpose of the event				
What you hope to get out of event				
Connections you'd like to make				
Other known attendees				
Style of the event (e.g., dressy, formal)				





# ONE FINAL NOTE ABOUT NETWORKING

As you are a Brand, here's where taking care of yourself can really pay off. A healthy glow and confident presence can communicate more about you than any words. Knowing you've built a business platform ready for any opportunity allows you to be fully confident, fully relaxed, fully engaged and fully you.

# RE-EVALUATING GOALS FOR GROWTH AND GIVING

GOALS FOR GROWTH THIS NEXT 12 WEEKS:						
WEEK	1	2	3	4	5	6
Goal						
Goal						
Goal						
Goal						
Goal						
Goal						
Goal						

GOALS FOR GROWTH THIS NEXT 12 WEEKS:

WEEK	7	8	9	10	11	12
Goal						
Goal						
Goal						
Goal						
Goal						
Goal						
Goal						

GOALS FOR GIVING THIS NEXT 12 WEEKS:

WEEK	1	2	3	4	5	6
Goal						
Goal						
Goal						
Goal						
Goal						
Goal						
Goal						

## GOALS FOR GIVING THIS NEXT 12 WEEKS:

WEEK	7	8	9	10	11	12
Goal						
Goal						
Goal						
Goal						
Goal						
Goal						
Goal						



Ask yourself the following questions:

Do my goals still fall within my foundation walls?

Do my goals align with my partner / spouse?

At this stage of growth, am I still willing to take constructive feedback or criticism?

Am I still growing?

Am I relatable under pressure?

How are my pillars of support?

Yes	No

List out ways you are still pursuing growth

**In your business**

**In your relationships**



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