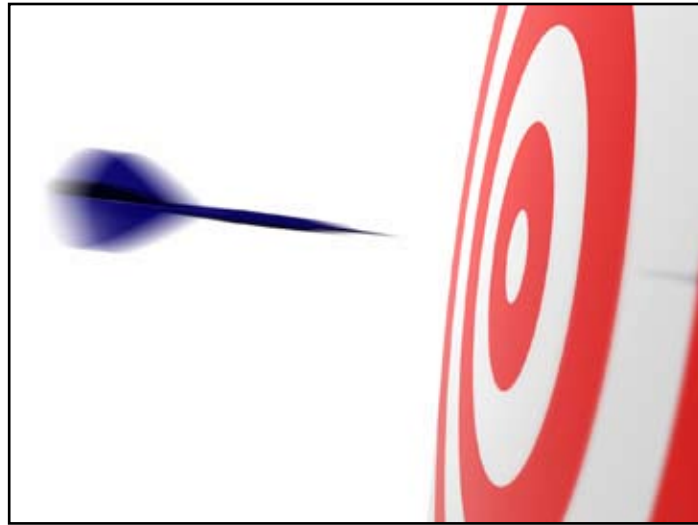




**THE FIVE ACCOUNTABILITIES
FOR PERSONAL AND
ORGANIZATIONAL GROWTH**

SAM SILVERSTEIN, CSP



4. We are accountable to establish the right expectations.

I don't think it is possible to overstate how important it is to get the expectations set properly in the beginning, regardless of what it is you are talking about. If you can't set reasonable expectations for yourself and others, everything else is for naught.

—George Tamke

Expectations:

Be accountable for establishing the right expectations. The targets you set for yourself will have a huge impact on your actual achievement. How will you set the targets for yourself and your team? Will you set them based on what is familiar or what is possible? Will you set them too high, too low, or in that ideal zone where the goal is a healthy stretch?

This exercise will help you establish better expectations.

Pick one area in your life or in your business where you are responsible to set the expectations or goals for yourself and/or others. How have you set those expectations in the past? Was it based on prior experience or results?

Now list other people or organizations who have to set similar expectations in their daily business.

Choose one or two of the people and/or organizations and contact them. Find out what they do to set expectations. Share your results with them and find out theirs. Look to set new expectation moving forward that are based on your historical data and theirs.

Pick one activity that you would like to improve at such as offering better customer service, increasing sales or reducing the amount of time a client has to wait at the front desk. Now think of other businesses in different industries that perform similar activities. Contact two or three of them and offer to share your results if they will share their best practices. Take this information and write up an improved way of performing this task in your organization.

Establishing the right expectations is based on knowing your business and researching other organizations to create the very best system and goals to aim for.



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