

## How am I doing?

### Great (or not so great).

Let's say it's been two months since the campaign launched. You ask the team their opinion about the "how it's going"...what would they say? Their reaction will be proportionate to the amount of time and energy you have put into the campaign.



## Stay the Course

This statement drives me crazy. I get the intention...diligence, consistency and not quitting. What makes me struggle is the lack of clarity of what that means, what it looks like and what is involved behaviorally each and every day.

## Lesson from History

From 1924 to 1932 studies were done at Hawthorne Works, a Western Electric factory outside Chicago. The premise: increased lighting will lead to increased productivity. The outcome, the Hawthorne Effect (a.k.a. the Observer Effect) said something else. It wasn't the lighting.

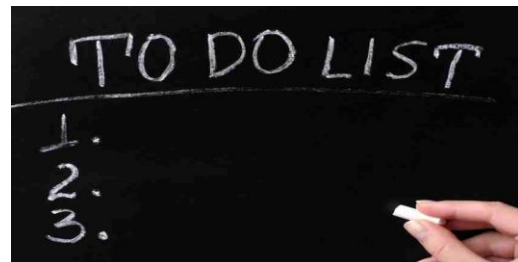


## Accountability

You are accountable to the campaign. You lead and manage it. You have had the time to observe and train it. And as needed, you have adjusted, re-oriented and adapted to deliver it.

What is your course of action, your consistency? Are you...

- **Coaching.** Giving feedback and ideas every day.
- **Connecting.** Ensuring team meetings, daily huddles and shift pulse checks.
- **Measuring.** Tracking, keeping score and making it visual.
- **Skill building.** Ongoing learning, brainstorming, problem solving and creative thinking.
- **Collaborating.** Sharing best practices and success stories – especially peer to peer.
- **Messaging.** Talking about it every day with enthusiasm and purpose.



## What you need to do now

- Litmus test. Just stop for a moment. Ask your team their opinion of the campaign. Ask your own opinion.
- If you haven't already, leverage your measurement. Post it, analyze your trend, ask your team their perspective, and make it a consistent talking point.
- How accountable are you? Let the answer dictate strategy and action.