



Do you want your team to be more engaged, and increase creativity, while maximizing productivity?

The “Accountability Paradox” is that the more you focus on accountability, the less accountability you actually create. Accountability has a negative connotation in conjunction with consequences. That is why focus on accountability destroys trust, collaboration, creativity and overall productivity.

A Shift In Focus

Daniel Pink in his book “Drive” tells us that people are driven by autonomy, mastery and purpose. None of those elements are created when organizations focus on accountability. Ownership starts with the goal setting not in the goal achieving. Accountability is a byproduct of ownership – not the other way around. This simple shift in focus, changes the tone of your leadership, the actions you and your team take and ultimately the results.

The Over and Under Functioning Leader

Recognizing where you are under and over functioning and how this impacts the performance of your team. Leading through rescue, force or sacrifice is exhausting and only creates further disconnect within your team.

Architecture of Ownership

Learn the 5 fundamentals of ownership and how you as a leader can build the skills to invoke commitment, engagement, creativity, and collaboration in your team. You will create a team willing to go the extra mile and showing up like every day is game day with the ability to work together to face seemingly impossible problems and find creative solutions.

Systems and Structures

The use of systems and structures will provide guidelines and guardrails to create focused space for creativity and flexibility. Successful leaders understand how to effectively delegate and mentor to get results without giving the answers. We know that people support what they create, learn the 4 parts of a successful workshop to plan a project or strategy and create measurements people will own.

Lead by Example

One of the biggest mistakes is that leaders live by the motto “do as I say not as I do” and that doesn't work. You need to understand where you are the bottleneck, explore your blind spots and commit to your personal growth and emotional intelligence, that earns trust and respect.



Penny Zenker is a focusologist, an international speaker and best-selling author. She is passionate about helping people live more fulfilling lives through reducing stress, improving communication, and creating greater passion and focus. Her experience includes building and selling a multi-million-dollar business, managing business turnarounds, living abroad for 16 years, and working 5 years as a Tony Robbins business coach. She will challenge you to think differently and inspire you to be your best. Her easy to understand frameworks make implementation fast and easy.