

Accountability Research: Finding the secrets to creating healthy accountability in a highly collaborative culture.

The Why:

Technical and professional growth organizations are accelerating a profound shift in how businesses operate today: from a traditional, hierarchical structure to a collaboration-based, teams of teams model. Employees are demanding a more free-flowing work environment and employers are responding accordingly – in the office and with work from home. The problem: very few leaders have figured out how to create healthy accountability where employees are consistently seeking accountability for the most important work.

FROM

TRADITIONAL CULTURE:

Hierarchical, Chain of Command
Consolidated Power
Rules-based Accountability



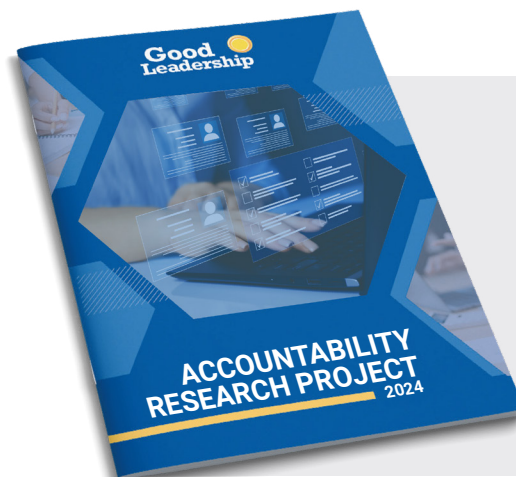
TO

GOODNESS CULTURE:

Collaborative Teams of Teams
Distributed Power
Accountability from Shared Commitments

The What:

Good Leadership is launching a research project to determine the keys to creating healthy accountability in a highly collaborative workforce culture culminating in a leadership conference to share success habits. The research will provide a new and fresh definition of accountability that can be the source of training, coaching, and development in growth oriented organizations. The conference is titled: The Good Leadership Conference – how good leaders create healthy accountability in highly collaborative workplaces. The research will provide specific direction for how leaders can create stronger and more healthy accountability at the c-suite, vice-president/director and manager/supervisor levels.



The How:

Good Leadership is inviting organizations to shape the research and participate in presenting at the conference in November of 2024. Three partnership levels are available including: Leadership Partner, Research Partner and Conference Partner. The research will include qualitative and quantitative data collection to provide a roadmap for growth-oriented companies to improve accountability while preserving their collaborative culture. The conference will include panel discussions and case studies from research participants, as well as outside speakers on leadership and culture.

The When:

The research will begin in March of 2024 with a conference scheduled for November 2024 in Minneapolis.

Research Hypothesis:

Healthy accountability comes from strong interpersonal connections and managers who are skilled at building shared commitments.

PARTNERSHIP LEVELS

Leadership Partner: \$20,000

12 partners to participate and benefit in these ways:

Activities

1. Participate on a Steering Team to shape the research with:
 - Full day in-person retreat: Thurs, February 22, 2024, Minneapolis
 - Virtual research update meeting: July 2024
 - Referrals/recommendations for peer companies to participate
2. Insights from interviews with leaders in your organization with benchmark against other participants
3. Tailored Healthy Accountability Boosting Workshop: half-day virtual, in-person, or hybrid with up to 24 leaders in your organization – October - December 2024
4. Conference Sponsor: November 22, 2024, Minneapolis
 - Table for 8 participants
5. Good Leadership Organizational Effectiveness Survey

Benefits

1. Powerful development experience for steering team participant
2. Research tailored to fit your organization
3. Raise awareness for the state of accountability in your organization
4. Data to quickly isolate the most important areas for improving accountability
5. Workshop creates coalition of people who want to build accountability
6. Organization branding - logo used on Conference website and materials
7. Employee branding – 8 employees at the conference, and opportunity to tell your accountability story at November 2024 conference
8. Employee development opportunities

Research Partner: \$10,000

20 partners to participate and benefit in these ways:

Activities

1. Insights from interviews with leaders in your organization with benchmark against other participants
 - Referrals/recommendations to peer companies to participate
2. Participation in research update webinar: July 2024
3. Tailored Healthy Accountability Boosting Workshop: 2-hour, virtual, with up to 24 leaders in your organization – October - December 2024
4. Conference Sponsor: November 22, 2024, Minneapolis
 - Table for 8 participants
5. Good Leadership Organizational Effectiveness Survey

Benefits

1. Research tailored to fit your organization
2. Raise awareness for the state of accountability in your organization
3. Data to quickly isolate the most important areas for improving accountability
4. Workshop creates coalition of people who want to build accountability
5. Organization branding - logo used on Conference website and materials
6. Employee branding - 8 employees at the conference
7. Employee development opportunities

Conference Partner: \$5,000

20 partners to participate and benefit in these ways:

Activities

1. Conference Sponsor: November 22, 2024, Minneapolis
 - Half table for 4 participants
2. Participation in research updated webinar: July 2024
3. Healthy Accountability Webinar: two-hours, virtual, for up to 6 leaders in your organization - October - December 2024
4. 50% Discount: Good Leadership Organizational Effectiveness Survey

Benefits

1. Raise awareness for the state of accountability in your organization
2. Research update webinar insights from other research participants to build momentum for healthy accountability throughout 2024 and beyond
3. Virtual webinar that creates coalition of people who want to build accountability
4. Organization branding - logo used on Conference website and materials
5. Employee branding and development - 4 employees at the conference

Contact us to learn more or become a partner.