



# Conferencing Better

**SCORE AN AMAZING ACCOUNTABILITY BUDDY**



## **WHAT DO YOU WANT FROM THE RELATIONSHIP?**

- ☑ Know things about yourself and the things you need to be called out on and get help with.
- ☑ Accountability
- ☑ Have a place to open up Sounding board
- ☑ Masterminding: creative brainstorming around a topic that comes up
- ☑ Connections with others (opportunities)
- ☑ Collaboration

## **SOME THINGS TO CONSIDER**

- ☑ Similar place in business
- ☑ Similar philosophies (and values) about how to run business
- ☑ Location
- ☑ Complementary strengths: can you teach each other things?
- ☑ Do you need to be in the same industry to understand?
- ☑ A safe place to discuss concerns or questions
- ☑ Cheerleading
- ☑ Personality
- ☑ Somebody to be your first line of comments/recommendations on social media

## **LOGISTICS**

- ☑ How often will you meet?
- ☑ What are the rules of when you meet? (Quiet Space, Not Running Errands)
- ☑ If either of you need an “emergency” meeting, how will you handle it?
- ☑ Will there be an agenda?
- ☑ Phone/Skype/Facetime/Google Hangout
- ☑ Are your chats confidential?
- ☑ What will happen when one person has outgrown the relationship?

## HOW TO FIND AN ACCOUNTABILITY BUDDY

- ☑ Think about people you know who embody the qualities you're looking for
- ☑ Make a list of the people who you might be interested in talking to
- ☑ Make a list of all of your "expectations" and your "responsibilities"
- ☑ After you approach an accountability buddy, see if they match up with your expectations

## EXPECTATION SETTING WITH AN ACCOUNTABILITY BUDDY

- ☑ In an email, you can outline what you expect and hope, commitments that you'll uphold, and any other things your buddy should know about you once you agree that it might be a good fit to be each other's accountability buddy. Being clear, upfront, and honest about what you want out of it and what you hope to get is going to set you both up for success!

## HOW TO FIND AN ACCOUNTABILITY BUDDY AT A LIVE EVENT

- ☑ There's a task/item that is important for you to implement in business.
- ☑ Find somebody whose business you understand and who also understands your business
- ☑ See if you match personality wise
- ☑ Have a chat to see if you could hold each other accountable for this short list of items post event
- ☑ Decide after the event, when you do meet up, whether you'd like to move forward onto a second date (*erm, a long term accountability relationship*).

## COMMITMENTS

- ☑ I commit to the weekly calls and won't be driving or distracted
- ☑ I will be a good listener. This may mean asking lots of questions
- ☑ I'm ready to take my business to the next level
- ☑ I'll encourage the development of healthy habits and business systems
- ☑ I am honest about bad ideas or when things are headed off course
- ☑ I will be a good friend
- ☑ This is a safe zone. I will not share our discussions with others
- ☑ I will bring a "work smarter, not harder" mentality to our calls
- ☑ I will support you outside of our calls (social media, comment/share your blogs etc)
- ☑ I'm happy to share my marketing knowledge with you when appropriate

## **EXPECTATIONS/HOPES**

- ☑ Keep me focused: help prioritize tasks and identify highest payoff activities
- ☑ Be a voice of reason
- ☑ Provide positive brainstorming for overcoming challenges
- ☑ Provide actionable advice: always try to identify first step in moving forward
- ☑ Be respectful of time: show up for calls on time
- ☑ Provide coaching/consulting in our areas of expertise
- ☑ Hold space for the fulfillment of each other's goals
- ☑ Honesty and openness is key! No holding tension — lay it on the table
- ☑ Encourage balance in professional/personal life (text is ok for time sensitive)
- ☑ Push me to be even better in a supportive and encouraging way
- ☑ Reputation is important and difficult situations need to be handled with class

## **EXTRAS**

- ☑ I'm a type A personality
- ☑ Profanity is ok by me, although I don't use it that often
- ☑ I am super positive and peppy, but sometimes I have off days and get a little cranky/lazy
- ☑ I believe in energies, manifestations, miracles, and instincts — karma is real
- ☑ 9 times out of 10, I'm the one standing in my own way — it's ok to call me out on that