

Hey you! Want to be *MY*
accountability partner?

CHARLENE BURKE

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About Charlene Burke



Charlene Burke is an Information Professional who does research and writes content from that research, with a background in marketing and engineering. She is a Mastermind Group Expert and Productivity/Accountability Expert. She hosts her own Mastermind Groups and Get It Done Productivity Groups, and offers her professional facilitation services to coaches, consultants, and trainers who want to add a peer discussion/study group to their programs

She founded Search by Burke to provide businesses with

- research based content that showcased their authority and credibility to their audience
- assistance with understanding the data about their customers
- training on how to get more done by improving their productivity

Beginning in the early '80s, Charlene learned and practiced mindfulness and cognitive behavior therapy to change her thinking, rid herself of extreme stress, and heal her body through meditation and eating food as medicine. She has volunteered her time and shared her experience with women who have been living on the streets and want to re-enter society, teaching them Life skills and essential stress management and thought management skills based on mindfulness. Today, many women attribute their ability to get jobs, get custody of their children, and their many successes in careers to Charlene's willingness to teach them these skills.

It is this combination of mindfulness, business knowledge, and technical expertise that makes her clients say that she is their "secret weapon". Individual clients range from business consultants to organizational leadership coaches, from manufacturing product managers to sales managers. Group members include coaches, consultants, owners, sales representatives, and internet marketers.

Charlene is passionate about making sure people have clarity and understanding with regard to their personal and business through asking the right questions, getting the answers and understanding the answers to their questions, and that they understand *how to use those answers* to grow personally and professionally.

Charlene's words of wisdom:

"I believe that Knowledge is Power. Everyone can and should improve themselves by growing their heart, their mind, and their business. Regardless of what stage in life they're in. Whether it's to develop a better mindset, improve their relationship with a higher power/creator or to increase profits, moving forward is key."

If you would like to learn more from Charlene Burke please visit:

Website: [Search by Burke](#)

Facebook Group: [Productivity Secrets of Women Entrepreneurs](#)

Finding the Right Accountability Partner

The relationship with an accountability partner, or partners such as those that are part of a mastermind group, is based on four pillars:

intimate, non-competitive, positive, and motivating

When looking for an accountability partner, look for someone who has an attitude of generosity and willingness to give. You don't want someone who is focused solely on themselves. This is easy to see if they're on social media ... they tend to give shout outs to others for their good work or ideas, they promote others without adding their own promotion, they tend to be motivators/cheerleaders and are quick to give Kudos and High Fives and Congratulations! to those in their network who are succeeding.

Trust is an important element in an accountability partnership and is earned over time – so initially, be prepared to focus solely on facts and To Do items. As you progress in the relationship it will either become more interesting with conversation that includes personal details or it will remain a fact based relationship – either way, trust happens when you show up consistently .

“Partnering with the right person that believes you can reach your goals despite your current conditions is a must for success.”

Here are 10 things to consider, decide upon, and implement to ensure success with an accountability partner:

1. Don't use a close friend or family member.

There is too much baggage and emotional involvement that will distract you – meetings will become a social hour, you won't take their suggestions seriously, any number of situations will and can arise. Think through the last time you tried to have a conversation where you really wanted advice and all you got was opinions. And, honestly, they're not going to be as committed as you are to the changes you want to make. It can and will make them uncomfortable.

2. Choose someone working on the same or a similar goal.

It is much easier to care about what the other person is working on if you understand it. And, if their goal is similar to yours then you have a basic understanding of what they're trying to accomplish. Working with someone who is working toward something similar to you can encourage healthy competition, giving you motivation and inspiration to work harder or smarter or quicker.

The similarity could be any of these things:

You're business owners.

You're wanting to lose weight and are using the same program.

You're in the same course of study.

You're creating an online course.

3. Plan

- A regular time to connect
- How you'll connect
- Put it on your calendar
- Treat it as Fixed.

It's important that you agree to a regular meeting and that you both put it on your calendars.

Decide how you'll be meeting. Will you use a video conferencing tool like Zoom or appear.in?

Decide how long the meeting will last. 10 minutes? 20 minutes? 30 minutes? This will keep you both focused on the matter at hand.

Once you, or your partner, start changing meeting times or having to reschedule, say goodbye to the partnership.

4. If your partner is a "no show" more than once – politely end the partnership.

Most accountability partnerships don't last because someone flakes out.

Ironic, isn't it? Because that's why most people need an accountability partner – to stop flaking out.

Once one person stops communicating and it's acceptable, then the other person does; then everyone pretends they're doing accountability and you end up wasting your time and accomplishing nothing.

Time is precious. Especially if you're working on the things that are important to you. You need to take responsibility and either email or say the following:

“Thanks so much for agreeing to work together, but unfortunately this isn’t working out for me, so I need to end the partnership.”

Then you can find someone else who is more compatible.

5. Choose one thing to work on.

I can’t tell you how many people want to work on everything all at once - and they fail.

If you’re looking to build sustainable habits, choose one habit at a time.

If you’re looking to finish a project, choose one part of the project at a time. You can choose one habit one week, and another the next week, but people who say, “I want to work out three times this week, read 4 hours a day, cook dinner for myself and my friend etc. etc”, will fail. It’s a bad use of an accountability partner because no one wants to hear a litany of things you did or didn’t do. (“So today, I did work out but only for 20 minutes, but I didn’t read; I did walk the dog, but I didn’t make dinner,” etc. That will not be a long-lasting partnership). There’s nothing helpful you or the partner can do.

Choose one activity:

This week I will write 10,000 words and will do it by writing for 30 minutes each day of the week.

This week I will connect with 50 people on LinkedIn and I will do it by connecting with 5 people each morning.

Then when you communicate with your partner, you either did or didn’t do it, and can look at why you did or didn’t do that one task without over thinking it. That’s the only way you’ll get clarity. That’s the only way you’ll learn about what makes you tick. And that, my friend, is priceless.

6. Make your daily goal reasonable.

Because you want to accomplish something, finish something, or change a habit, breaking it down into daily activities that support that final goal is important. And, it’s important that the daily activity be reasonable and doable. Your accountability partner will be able to help you stay on track if you’re able to actually do the work.

7. Base all your communication around positive reinforcement.

This doesn't mean everyone is wonderful and everything is good. This means *every* step in the right direction towards your goals should be rewarded.

In Navy Seal mental toughness books, they all mention that Seals get through basic training not by thinking of the 5 days and nights they go without sleep. They think of that very next step, that very next minute, then the next one, and the next one, until they've reached that height they didn't even know they could get to.

An accountability partner will say "good job!" when you've taken action that is different than what you've done before. They will say "well done!" when you've finished a goal or a daily task that was awkward or uncomfortable because it was different than what you're used to doing.

When you haven't done the work, the accountability partner will ask why not? And help you to explore your excuses so you won't have them anymore.

8. Set a length of time for your check-ins.

If you use the phone, Skype, Zoom or some sort of voice or video check-in system set a firm time limit for the conversation: 5 minutes, 10 minutes, whatever you think you need.

Treat it as a deadline so you convey what you need within that time.

It's interesting how when setting appointments between two people we feel comfortable setting start times, but less so setting end times. There's a psychological component of what the length of time says about how you think about the person, but for now, as you set up the rules for your partnership, set a time limit at the beginning.

9. Adjust accordingly.

All of these elements should be adjusted to suit your needs as you work together. If you connect daily, perhaps you discover you only need to connect twice a week. If you speak for ten minutes a day, maybe you realize you only need five. See what's working for the two of you with each partner responsible for their own needs and articulates them clearly – you'll be well on your way to a successful partnership and greater clarity in your life.

10. Remember: Nothing is permanent.

You can always change your plans, your goals, and even your partner if you find they are not working for you. This process is about self-growth, learning what inspires you and gives you the energy to keep moving forward. In the end, you want to make sure you are gaining something significant from the process of working towards your goals.

Resources

Get It Done Group

The advantage of being a member of an accountability group is simple – someone will always show up to the meetings. There are check-in and update meetings, virtual work sessions, and tools that I share with you to make sure you accomplish your goal, whatever that goal is.

You're now on the update list so will receive emails when new groups are forming.

And, I'm available for personal accountability if you prefer.

>>><https://searchbyburke.com><<<

Productivity and Accountability Apps & Tools

Focus @ Will

Scientifically optimized music to help you focus

Rescue Time

Rescue Time helps you understand your daily habits so you can focus and be more productive.

Nozbe

Nozbe has been helping hundreds of thousands of busy professionals and organizations large and small get more done for the last 10 years. Thanks to their intuitive apps you'll easily become a productivity ninja.

Appear.in

Cloud based video meeting app, free for up to 4 people.

Book Like A Boss

Online appointment program that integrates with Google Calendar and Zoom (and other platforms)

[Zoom](#)

The best online video conferencing tool. Free for up to 45 minutes.

[Trello](#)

A To-Do/Task list on steroids. Much like having Post-It Notes on a wall, this board system is an excellent tool to manage projects, collaborate with others, and get more done.

[ToDoist](#)

An online to-do list app accessible via laptop, desktop, mobile device that also syncs with your Google calendar and other programs. Free and premium versions available.