Core Functions: Optimizing Accountability

FOUR DECISIONS® Tools

Instructions:

- Identify if there are **multiple people in a seat** or **one person in multiple seats**, and **empty seats** for users
- Take your Profit & Loss Statement and assign a team member accountability for each line item, use these as Results/Outcomes for each function

Functions	Person Accountable	Leading Indicators (KPIs) (Predictive Data)	Lagging Indicators (KPIs) (Results/Outcomes)
HEAD OF COMPANY			
MARKETING			
SALES			
CUSTOMER ADVOCACY/SERVICE			
OPERATIONS			
FINANCE			
HUMAN RESOURCES/DEVELOPMENT			
INFORMATION TECHNOLOGY			
R&D / INNOVATION			
Heads of Business Units			

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