Achieving Cross-Functional Accountability

Start with the Situation
One team delivers. Another drops the ball. Frustration grows and progress slows.

What's Really Going On
Ownership is murky. Hand-offs are weak. Priorities compete across silos.

Why This Matters
Transformation depends on shared goals and collective delivery not just individual success.

Your Guiding Principles
Accountability is a team sport. Clear roles reduce friction.

The Playbook
- Map end-to-end ownership, including dependencies
- Align metrics and incentives across teams
- Use playbooks to clarify responsibilities
- Establish joint reviews and shared success measures

Common Pitfalls
- Creating RACI charts no one reads
- Allowing KPI misalignment to persist
- Overlooking broken hand-offs

What Good Looks Like
- Teams hold each other constructively accountable
- Shared wins are celebrated
- Execution flows across silos

Quick Checklist
- Are dependencies visible and managed?
- Are incentives aligned across functions?
- Do teams know what "good" looks like?

Closing Insight
Cross-functional accountability builds trust. Without it, transformation becomes territorial.

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