

WHY ACCOUNTABILITY IS A BIG DEAL



Jim Kotek, President and CEO of Menasha Corporation, provides perspective on the importance of accountability in business.

No matter what your job function is, it is important that those who you interact with trust you and can rely on you. A foundation of trust is built when people and organizations consistently act in an accountable way. Accountability is a big deal, and I've identified four truths about business-related accountability and why it's important.

1. Accountability is not a fad.

Sometimes when the business landscape shifts and companies face new consumer demands, new product and service requirements, and new ways to provide value, accountability slips. Or, accountability might take on a negative undertone when expectations are not clear. The truth is, a culture of accountability should not rise or fall in response to change. New processes, products, and people always change and continuous improvements keep business churning and raise the bar for excellence. The act of being accountable should always be present. At Menasha Corporation, accountability is a core value and one that we take very seriously. As a 169-year-old company, we have seen our share of consumer-led changes in buying preferences, progressive supply chain shifts, and new ways to interact and work. With innovation and vision – and yes, accountability – we have sustained, grown and evolved. As one of our core values, we understand that accountability is not a fad and must be nurtured at every step.

2. Accountability is a personal decision.

While accountability is a part of our company's DNA, it requires individual commitment regardless of function. When someone takes ownership of an outcome, whether that outcome is how they perform their job, how they solve a customer's dilemma, or even how they support a strategy, it triggers a natural desire for good results and the outcome becomes more personal. Collectively, people who work together in a business environment and who embrace accountability, find ways to achieve a common goal. Everyday, personal choices are made that define our level of commitment to being accountable.

3. Accountability requires strong communication.

As stated above, accountability is a personal decision. But it can be fueled and enhanced when there are clear expectations and responsibilities. This requires communication about the desired outcome, how the outcome is going to be achieved, and how success will be measured. Communicating expectations, progress, and results is necessary for customer/supplier interactions, team projects, employee/manager relationships, and even board of directors/company governance. In fact, all of us probably could benefit from over-communicating in a number of situations just to be sure accountability is aligned and trust is maintained.

4. Accountability breeds success.

Accountability does not mean that everyone will always get what they want. But if we personally commit to expectations, communicate well, and do what we say we will do, our relationships with customers, suppliers, fellow employees, shareholders and communities will be successful. And that is a big deal for us at Menasha Corporation and at any company!



Menasha Corporation is a leading corrugated and plastic packaging manufacturer, contract services resource and supply chain solutions provider. Its commitment to accountability is rooted in a [value](#) system that has been upheld since 1849. www.menashacorporation.com.

