

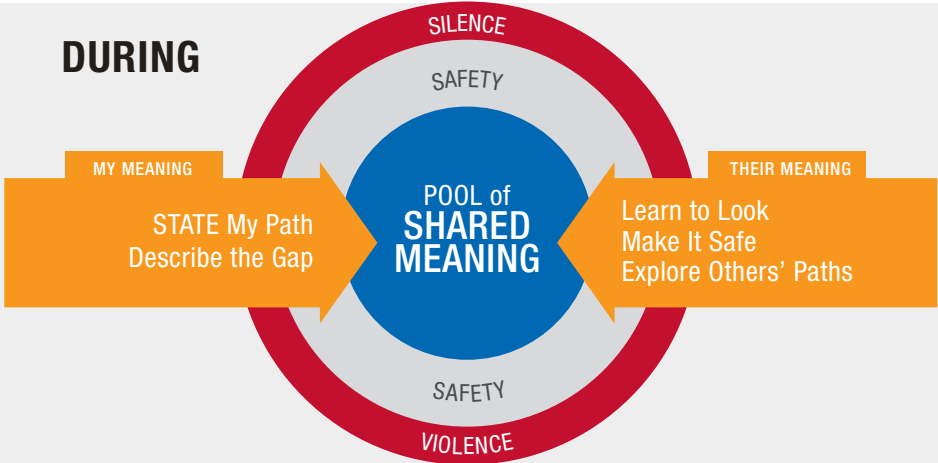
CRUCIAL ACCOUNTABILITY™ MODEL

BEFORE

WORK ON ME FIRST

Get Unstuck
Start with Heart
Master My Stories

DURING



DIAGNOSE

		MOTIVATION	ABILITY
MAKE IT MOTIVATING	PERSONAL	1	2
	SOCIAL	3	4
STRUCTURAL	5	6	MAKE IT EASY

AFTER

MOVE TO ACTION

Who does What by When
Follow up

DIAGNOSE USING ALL SIX SOURCES OF INFLUENCE™

Most problems aren't limited to only motivation or ability—always check both sides.

	MOTIVATION	ABILITY
PERSONAL	1 Want To	2 Can Do
SOCIAL	3 Peer Pressure	4 Help from Others
STRUCTURAL	5 Carrots & Sticks	6 Structures, Environments, & Tools