



# **JUNE 2023 EDITION**

**A special issue  
from ITD World Vietnam**



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# Letter from the Editors

Welcome to ITD World Vietnam's June 2023 issue, where we delve into the fascinating realm of Behavior Change! As the business landscape continues to evolve rapidly, it is imperative for leaders to not only adapt to change - but also foster transformation within their organizations.

Behavior change lies at the heart of effective leadership and management - this issue aims to shed light on the intricate dynamics of human behavior and its influence on organizational success. We explore the psychology behind behavior change, examining the key drivers and barriers that leaders encounter when seeking to implement lasting transformations. By understanding the science of behavior change, leaders can empower themselves to navigate the complexities of the modern business environment and inspire meaningful progress within their team.

We trust that this June issue will serve as a guiding compass for seasoned leaders, aspiring professionals, and HR practitioners alike, who are committed to embracing change and cultivating a powerful team. Join us as we explore the depths of human behavior - and unlock the transformative potential that lies within.

Wishing you continued success on your leadership journey,

**ITD World Vietnam team**



01

# Understanding Human Behavior

# Understanding Human Behavior

## a. The psychology of behavior change

Behavioral change is about altering habits and behaviors for the long term. The majority of research on health-related behaviors indicates that small changes can lead to enormous improvements in people's health and life expectancy. These changes can have knock-on effects on the health of others.

In his book, *Triggers: Creating Behaviors That Last*, Dr. Marshall Goldsmith - world-renowned expert on leadership and behavior change - argues that behavior change is difficult, as it requires us to change our habits, which are deeply ingrained in our brains. He says that the key to lasting behavior change is to identify the triggers that cause us to behave in the way we do, and then to develop new habits that are more aligned with our goals.



# Understanding Human Behavior

## b. Key factors influencing behavior

Goldsmith identifies four types of triggers:

### Internal triggers

- These are thoughts, feelings, and sensations that occur inside of us. For example, feeling stressed might trigger us to eat unhealthy foods.
- Other common internal triggers include:
  - Anger
  - Anxiety
  - Feeling overwhelmed, vulnerable, abandoned, or out of control
  - Loneliness
  - Muscle tension
  - Memories tied to a traumatic event
  - Pain
  - Sadness

### External triggers

- These are events or circumstances that occur outside of us. For instance, seeing a cake might trigger us to eat it.
- Other common external triggers include:
  - The time of day
  - The weather
  - The presence of other people
  - The smell of food
  - The sound of music
  - The sight of a certain object

# Understanding Human Behavior

## Habitual triggers

- These are cues that we have associated with a particular behavior. As an example, sitting down in front of the TV might trigger us to start snacking.
- Other common habitual triggers include:
  - Arriving home from work
  - Feeling bored
  - Feeling tired
  - Feeling stressed
  - Feeling lonely

## Environmental triggers

- These are factors in our environment that can influence our behavior. Let's say, being around people who are always complaining might trigger us to start complaining too.
- Other common environmental triggers include:
  - The amount of light in the room
  - The temperature of the room
  - The noise level in the room
  - The cleanliness of the room
  - The layout of the room

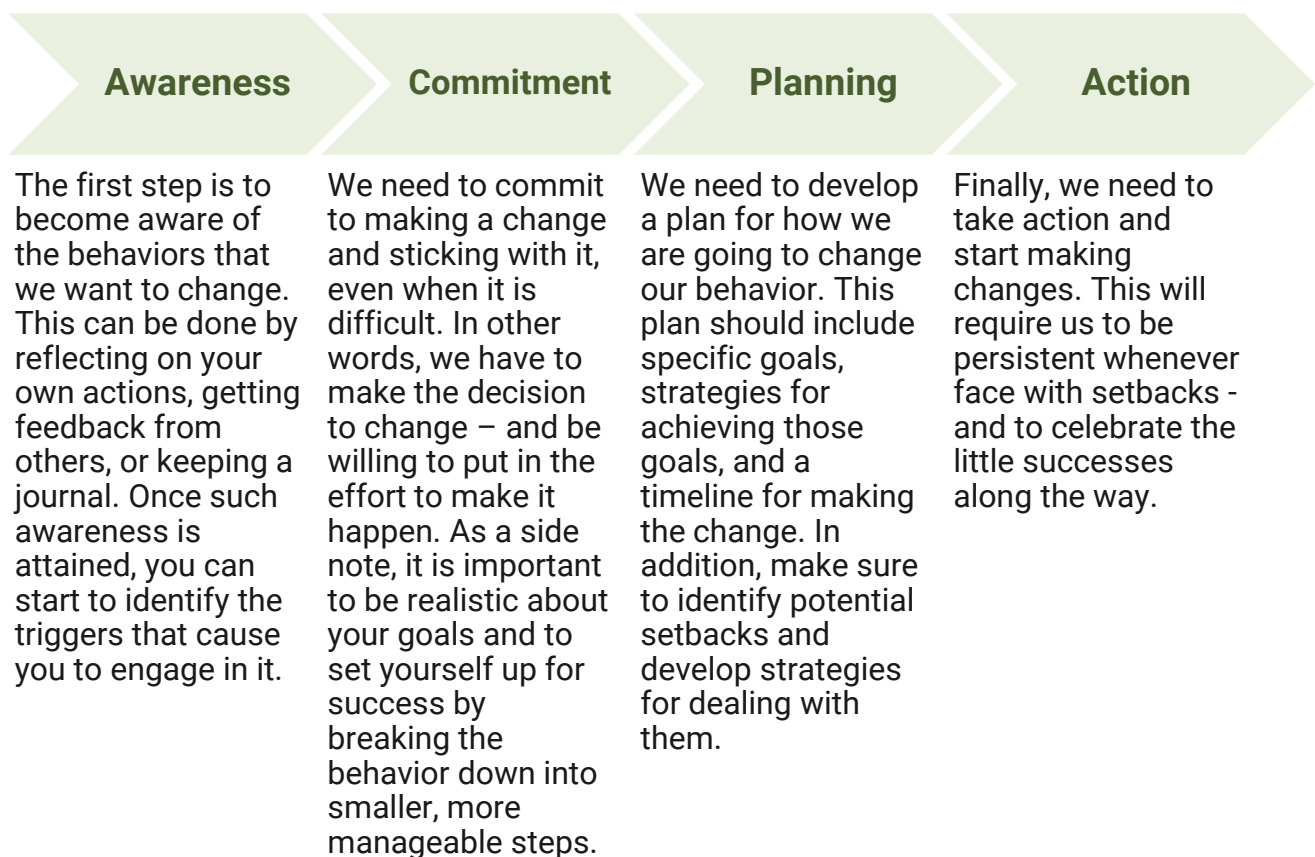
### c. What's next

Once we have identified the triggers that are causing us to behave in the way we do, we can start to develop new habits that are more aligned with our goals.

# Understanding Human Behavior

For example, if we are trying to eat healthier, we might want to avoid triggers like seeing cakes or sitting down in front of the TV without having a healthy snack first. Likewise, we can also try to create new habits that will help us to avoid our triggers, such as exercising regularly or spending time with positive people.

In terms of changing our behavior, Goldsmith recommends the following four steps:





# Understanding Human Behavior

## d. Nurturing Sustainable Behavior Change

Behavior change is not a simple task, yet it is possible. By identifying our triggers and developing new habits, we can increase our chances of success.

**Observe your own actions and their effects.**

The first step is to become aware of your current behavior and the consequences of that behavior. This can be done by keeping a journal, tracking your progress, or simply paying attention to what you do and how it makes you feel. Once you have a good understanding of your current behavior, you can start to identify areas where you want to make changes.

**Analyze what you observe.**

Once you have observed your behavior, it is important to analyze why you behave the way you do. What are the triggers that lead to your unwanted behavior? What are the benefits of your current behavior, even if they are negative? Once you understand the reasons for your behavior, you can start to develop a plan for change.

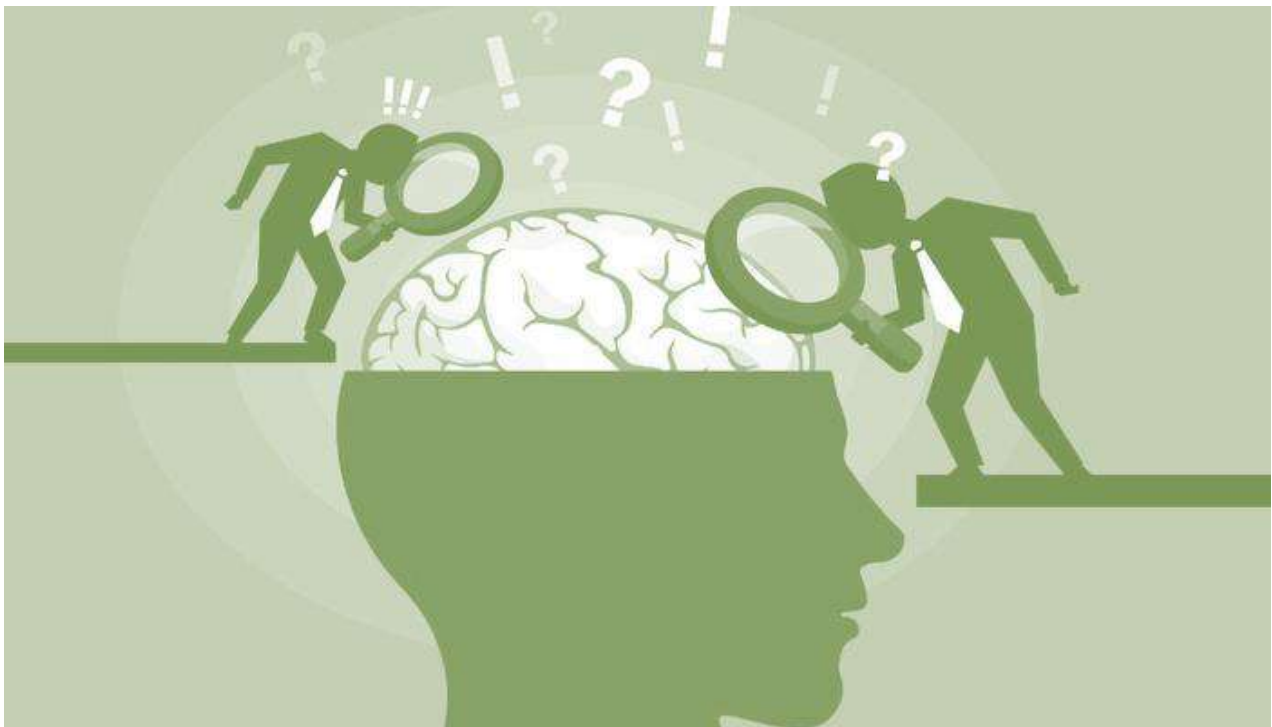
**Strategize an action plan.**

Once you know why you behave the way you do, you can start to develop a plan for change. This plan should include specific goals, strategies for achieving those goals, and a timeline for making changes. It is important to be realistic about what you can achieve and to make changes gradually. Finally, we need to take action and start making changes. This will require us to be persistent whenever face with setbacks - and to celebrate the little successes along the way.

# Understanding Human Behavior

Don't try to change too much at once. Start with small, achievable goals and build on your success. As usual, change takes time, so don't get discouraged if you don't see results immediately. When you reach a goal, reward yourself with something you enjoy. This will help you stay motivated.

Aside from that, it's always a wise choice to find a support system. Having people to support you can make a big difference in your success. Talk to friends, family, or an experienced coach about your goals and ask for their help.



02

# Overcoming Resistance to Change in Organizations



# Overcoming Resistance to Change in Organizations

Have you ever come across the well-worn phrase, "the only constant is change"? While it may have become a bit cliché, there's undeniable truth in it. Change is an inherent part of life, and this holds especially true within organizations. However, despite its omnipresence, people often exhibit significant resistance to change.

Adapting to something new can undoubtedly pose challenges, but change itself should not always be perceived as negative. Whether it involves the arrival of a new team member, the departure of another, or even a transformative shift within the company's structure, it is crucial to proactively anticipate and address employee resistance. Leaders and managers can adopt effective strategies and tools to help their employees better navigate and embrace these changes.

# Overcoming Resistance to Change in Organizations

## a. Identifying and addressing barriers to change

Resistance to change represents a reluctance to embrace new circumstances or alternative approaches to doing things. This phenomenon can manifest at various levels, from individuals and interpersonal relationships to entire organizations. While the reasons behind resistance can be diverse, it ultimately stems from the fear of the unknown. As beings wired to seek patterns and predictability, any semblance of uncertainty, even if expected or potentially beneficial, can trigger anxiety within us.

Change resistance is a prevalent occurrence, assuming different forms and disguises. It can manifest subtly or explicitly, affecting both individuals and cohesive groups. Signs of resistance may include missed meetings, sarcastic remarks, criticism, hypercritical behavior, or even acts of sabotage. The encouraging aspect is that, regardless of its manifestation, overcoming resistance to change is attainable. However, we must first grasp the underlying causes of resistance to effectively address this challenge. By addressing these core issues head-on, organizations can pave the way for successful change initiatives and facilitate the adoption of new ideas and practices.



# Overcoming Resistance to Change in Organizations

## *1. Lacking trust*

A significant factor contributing to resistance in the face of change is the absence of trust in the leadership team or the organization as a whole. The repercussions of this lack of trust can be far-reaching, impacting employee turnover rates and diminishing the willingness of employees to grant leadership the benefit of the doubt during challenging times.

When employees resist a change initiative, their resistance often stems more from their perceptions of the individuals in leadership positions rather than the change itself. This phenomenon arises when leaders have not yet earned the trust of their employees, such as when a new leader assumes a pivotal role within the organization. Additionally, previous negative experiences can breed skepticism and erode trust in leadership.

Distrust may also extend beyond individual leaders to encompass the organization as a whole. If employees perceive that their organization fails to fulfill its promises, undergoes excessive and unpredictable changes, or neglects to appreciate and value their contributions, a sense of mistrust can develop.

Establishing trust becomes paramount in fostering an environment where change can be embraced. Building trust necessitates a multifaceted approach that encompasses open communication, transparency, consistency, and demonstrating genuine care for employees' well-being.

# Overcoming Resistance to Change in Organizations

## *2. Low-quality communication*

The significance of robust communication cannot be overstated when it comes to successfully implementing organizational changes. Even the most meticulously planned initiatives can falter in the absence of effective communication. Cultivating a culture of transparency and ensuring timely information sharing with employees is paramount, particularly during periods of change. Without it, employees may adopt defensive stances, harbor doubts about leadership, and lack the necessary time to process the information, resulting in heightened resistance.

In today's fast-paced world, where social media dominates the information landscape, timely communication becomes even more crucial. Failure to provide employees with relevant information in a timely manner can pave the way for misinformation and discontent to rapidly permeate the workforce. To mitigate these risks, organizations must embrace proactive and open communication strategies that foster clarity, understanding, and trust.

Implementing effective communication practices involves more than simply disseminating information. It requires engaging employees through multiple channels, such as town hall meetings, email updates, intranet platforms, and face-to-face interactions. Encouraging feedback and addressing concerns promptly can help alleviate uncertainties and build confidence in the change process.



# Overcoming Resistance to Change in Organizations

## *2. Low-quality communication*

Moreover, effective communication is a two-way street. Organizations must actively listen to employee perspectives, acknowledge their feedback, and incorporate valuable insights into the decision-making process. By involving employees in the conversation and valuing their input, organizations can create a sense of ownership and inclusion, thereby minimizing resistance and enhancing the likelihood of successful change adoption.

## *3. Emotional volatility*

Emotions are an inherent aspect of both individuals and the organizations they belong to. Disregarding or sidestepping emotions does not make them disappear. On the contrary, unaddressed emotions are likely to manifest in other, often perplexing or overwhelming ways. Hence, proactive emotional engagement becomes imperative in the context of organizational change.

When confronted with change, employees commonly experience a range of emotional responses, including fear, uncertainty, and worry. Although they may struggle to articulate their feelings or hesitate to express them to leadership directly, these emotions can be discerned through subtle cues. Nonverbal signals such as eye-rolling or disengagement from conversations can serve as indicators of resistance driven by negative sentiments.



# Overcoming Resistance to Change in Organizations

## 3. *Emotional volatility*

Acknowledging and effectively managing these emotional responses is key to fostering an environment conducive to successful change adoption. Organizations should create spaces for open dialogue where employees feel safe and encouraged to express their emotions and concerns. Leaders must be attuned to these emotional undercurrents, actively listening and demonstrating empathy to alleviate anxieties.

Rather than dismissing emotions as disruptive or inconsequential, organizations can harness their power. Emotions can serve as valuable indicators of individuals' needs, desires, and fears. By leveraging this emotional intelligence, leaders can tailor their change management strategies to address these concerns and provide appropriate support. Recognizing and validating the emotional journey of employees during times of change creates a sense of psychological safety and promotes resilience and adaptability.



# Overcoming Resistance to Change in Organizations

## *4. Fear of failure*

Change can evoke a deep-seated fear rooted in concerns about its potential failure or the personal shortcomings of those involved. Employees often harbor apprehensions that the changes may adversely impact their performance evaluations, job security, and even their financial stability. Consequently, this fear can have a detrimental effect on work outcomes, compromising both productivity and the quality of completed tasks.

While our minds possess remarkable adaptability, they can struggle to focus when the fear of failure looms large. This is because the brain grapples with a dual process: while certain regions actively engage with new information, other parts become incapacitated. Fear exerts both physical and mental implications, rendering individuals less capable of fully embracing change and performing at their best.

Addressing the fear of failure is crucial to unlocking individual and organizational potential during times of change. Organizations must foster a supportive culture that emphasizes growth, learning, and resilience. By establishing an environment where mistakes are viewed as opportunities for improvement, employees can shed the weight of paralyzing fear and become more open to innovation and adaptation.

# Overcoming Resistance to Change in Organizations

## 4. Fear of failure

Leaders play a pivotal role in instilling confidence and combating the fear of failure. Through clear and consistent communication, leaders can provide reassurance, set realistic expectations, and highlight the potential for growth and success. By nurturing a psychologically safe space where employees feel encouraged to take calculated risks, leaders empower individuals to explore new possibilities and contribute their best efforts.



# Overcoming Resistance to Change in Organizations

## *5. Longing for stability*

While surprises can bring joy in certain contexts, many individuals, especially in the workplace, prefer a sense of predictability. They value the ability to plan their time and routines accordingly, seeking stability in both their professional and personal lives. This inclination is rooted in a natural principle known as homeostasis, which drives us to achieve a state of equilibrium or balance. Introducing changes disrupts this potential equilibrium, triggering alarm bells and unsettling individuals.

Employees typically juggle multiple roles and responsibilities beyond their professional obligations, including familial and personal commitments. When faced with change, their concerns extend beyond the workplace. How will this change impact their overall lives? Will it alter work dynamics or necessitate new skill sets? Are they at risk of job insecurity? These questions loom, intensifying the importance of effectively managing surprises and ensuring that change aligns with employees' capacity to handle it.

Navigating surprises demands a delicate balance between embracing innovation and minimizing disruption. Organizations must strive to provide clear communication regarding the purpose, timeline, and potential impact of changes. By offering a transparent view of the road ahead, employees can better manage their expectations and proactively prepare for the adjustments required. Additionally, providing adequate resources, training, and support equips individuals with the tools necessary to adapt and thrive in the face of change.

# Overcoming Resistance to Change in Organizations

Recognizing the interconnectedness of work and personal life, organizations should strive to create an environment that considers the holistic well-being of employees. Offering flexibility, reasonable deadlines, and opportunities for work-life integration can alleviate concerns and empower individuals to navigate change with greater ease.

## 6. *Constant change*

In the dynamic landscape of organizational transformations, it is crucial for leaders to recognize the significance of allowing ample space between multiple changes. When programs, leadership, or systems undergo constant upheaval, employees are less likely to fully adapt to and embrace future changes. Neglecting this need for a well-paced change journey can result in increased resistance and hinder the organization's progress.



Research exploring change management in organizations reveals compelling insights. Employees who experience ongoing or recent changes within the past year are more prone to heightened stress levels, reduced trust in senior leadership, an inclination to seek new employment opportunities, and heightened concerns about their overall well-being. This underscores the importance of considering the timing and sequencing of changes to mitigate potential negative consequences.

# Overcoming Resistance to Change in Organizations

Mastering the art of timing and sequencing changes requires a strategic approach. Organizations should evaluate the interdependencies among various initiatives, allowing sufficient time for employees to assimilate and adapt before introducing subsequent transformations. It is essential to strike a balance between driving innovation and providing stability, ensuring that employees can effectively navigate and integrate each change into their daily routines.

Effective communication plays a pivotal role in managing the rhythm of change. Leaders must proactively share the rationale behind each change, clarify the anticipated benefits, and address any concerns or uncertainties that may arise. Transparent communication fosters understanding, builds trust, and helps employees align their expectations with the organizational journey.

By recognizing the impact of change saturation and proactively managing the timing and sequencing of initiatives, organizations can reduce resistance and cultivate a more positive change environment. Embracing a balanced rhythm of change ensures employees have the opportunity to fully embrace and adapt to new circumstances, ultimately leading to greater acceptance, enhanced well-being, and improved organizational performance.

# Overcoming Resistance to Change in Organizations

## **b. Strategies to manage resistance and foster acceptance**

Having explored the various reasons behind resistance to change, it is now time to delve into effective approaches for overcoming resistance and successfully implementing change. Let's explore some key strategies:

### *Embrace Communication: Early and Frequent*

Timely communication is paramount when introducing changes to the established order. The sooner employees are informed, the better. Identify influential employees who hold sway or possess a strong rapport with their colleagues. Engage these individuals to gain their buy-in and support, enabling them to serve as change advocates. This creates a vital bridge between employees and management, fostering understanding and collaboration.

Involving key stakeholders, particularly those trusted by their peers, significantly enhances the adaptability of others. Share relevant information that you are able to disclose with employees, ensuring transparency and clarity. If there are uncertainties or questions that cannot be immediately addressed, it is acceptable to acknowledge them openly. Phrases such as "I don't have that information at the moment," "Let me look into that," or "I will share the information as soon as I can" convey honesty and maintain trust.

Effective communication is pivotal in preventing speculation and rumor-mongering. By being open, honest, and proactive in your interactions, you minimize the likelihood of information gaps being filled with assumptions and conjecture.



# Overcoming Resistance to Change in Organizations

## *Foster Employee Engagement and Participation*

Creating opportunities for employees to actively participate in the change process empowers them and increases their sense of ownership. Seek their input, ideas, and perspectives, allowing them to contribute to the planning and implementation stages. By involving employees in decision-making and problem-solving, you tap into their valuable insights and harness their collective intelligence.

Encourage dialogue and create platforms for open discussions, feedback, and suggestions. This not only enhances employee engagement but also strengthens their connection to the change initiatives. When employees feel heard and valued, they are more likely to embrace and support the changes with enthusiasm.

## *Provide Resources and Support*

Change can be challenging, and employees need the necessary resources and support to navigate it successfully. Identify the skills and knowledge required for the change, and offer relevant training, mentorship, or coaching opportunities. Equip employees with the tools and guidance they need to adapt and thrive in new circumstances.

Additionally, establish a support system where employees can seek assistance, share concerns, and receive guidance during the change journey. This can include dedicated change management teams, regular check-ins with supervisors, or peer support networks. By providing a safety net and fostering a culture of support, employees feel more confident and capable of embracing the change.



# Overcoming Resistance to Change in Organizations

## c. Developing a growth mindset for sustainable behavior change

Each of us views life through a unique lens shaped by our mindset – the assumptions and expectations we hold about ourselves, our lives, and the world around us. Fascinating research shows that mindsets play a pivotal role in determining life's outcomes. By understanding, adapting, and shifting our mindsets, we can enhance our well-being, reduce stress, and become more resilient in the face of life's challenges.

### *The Power of Mindsets in Simplifying Complexity*

Mindsets serve as a set of guiding assumptions that help us distill complex worldviews into manageable information and establish expectations based on that input. For instance, we might believe that facing cancer would be a catastrophic experience or that embarking on a diet would be a challenging and depriving endeavor. Such belief systems assist us in setting expectations, preparing for potential difficulties, and making decisions accordingly.

While mindsets can help manage expectations, they can also become maladaptive, leading to interpersonal issues and negative emotions such as guilt, inadequacy, sadness, or anxiety. It is common to cling to mindsets that were once adaptive but have now become hindrances. For example, a belief that others cannot be trusted due to a past betrayal might have been protective in earlier years but can strain relationships later in life.

Thankfully, mindsets are highly changeable. By learning the art of shifting our mindsets and overcoming distorted thoughts, we can significantly increase our happiness and overall well-being.

# Overcoming Resistance to Change in Organizations

## *The Impact of Fixed and Growth Mindsets on Our Worldview*

You may have come across the concepts of "fixed" and "growth" mindsets, which describe belief systems regarding our capacity for change, growth, and development over time. Individuals with a fixed mindset view their qualities as unchangeable, making them less open to making mistakes since setbacks are seen as inherent and threatening future success. For instance, someone with a fixed mindset who struggles to connect with others at an event might interpret it as evidence of their inability to socialize, leading to social anxiety and avoidance.

On the other hand, a growth mindset acknowledges the potential for change and embraces challenges as opportunities for reflection, learning, and personal growth. Failure is seen as less threatening, allowing individuals to approach life's challenges with a willingness to learn, adapt, and persevere. With a growth mindset, setbacks are not personalized but rather viewed as situational factors. In the example above, someone with a growth mindset might attribute their social difficulty to the event's environment rather than their own inherent limitations.

A fixed mindset can hinder motivation to address perceived weaknesses, as the belief in change may seem as hopeless as altering one's eye color. Conversely, a growth mindset perceives weaknesses as motivating challenges that can be overcome through effort and learning.



# Overcoming Resistance to Change in Organizations

## *Mindsets' Influence on Our Reality*

Mindsets can shape our outcomes by affecting our thoughts, emotions, and even our physiological responses to various situations. Research has shown that individuals' awareness of physical activity positively impacts their health, leading to weight loss and reduced blood pressure. Similarly, mindset plays a significant role in determining satiety and physiological responses to food, sometimes even outweighing the nutritional content of the food itself.

The association between mindset, stress perception, health, and mortality has also been explored. Those who perceive stress as harmful have a higher risk of mortality when experiencing high levels of stress, whereas individuals who don't view stress as harmful do not exhibit the same increased risk. This highlights the importance of developing positive mindsets around stress and recognizing our body's physiological responses as adaptive and capable of rising to challenges.

Even medications can be influenced by mindset. The placebo effect demonstrates that individuals who believe they will benefit from a particular medication often experience significant improvement, even when given a sugar pill. Conversely, the "nocebo effect" occurs when individuals anticipate negative side effects of medication based on their expectations, leading them to experience those symptoms even with a placebo.

Mindset matters, and it is crucial to pay attention to our belief systems—where they originate their validity, and their impact on our quality of life.

# Overcoming Resistance to Change in Organizations

## *Embracing the Potential for Mindset Change*

While external factors may influence our mindsets regarding topics like appearance and success, the brain's neuroplasticity allows for continuous growth, change, and reorganization of neural networks throughout our lives. By actively seeking new experiences and perspectives, we can form new neural connections and transform our mindsets at any stage of life.

Even a fixed mindset is not set in stone. We have the power to change our mindsets by learning and consciously choosing to believe that our characteristics are not predetermined and that personal growth is always possible. By challenging self-defeating thoughts and crafting new narratives that serve us better, setbacks become opportunities for learning and improvement.

## *The Impact of Mindsets at the Organizational Level*

Individual mindsets extend to the collective mindset of organizations. Companies that embrace a growth mindset, where employees believe their talents can be developed through effort, effective strategies, and feedback from others, tend to achieve more. In such environments, the focus shifts from appearing smart to actively learning and collaborating. Employees report feeling empowered and committed, while the organization fosters a supportive culture of innovation and collaboration.

On the other hand, organizations rooted in a primarily fixed mindset see more instances of cheating and deception among employees. This behavior stems from a belief that talents are fixed and limited, fostering a competitive mindset where individuals seek advantages in the talent race.



03

# Building Accountability and Support



# Building Accountability and Support

## **a. The role of accountability partners and support networks**

Accountability partners are the chosen few who help you stay on track and remain committed to achieving your goals. They provide an extra layer of support and foster an environment of trust that encourages positive habits for long-term success. With a dedicated companion by your side, reaching those aspirations becomes much more attainable!

An accountability partner is more than just a source of motivation; they also serve as a sounding board for ideas and feedback, allowing for constructive criticism that leads to better decisions in the long run. With such an ally present during your journey to success, it becomes much easier to stay focused and on track – even when times become tough.



# Building Accountability and Support



## Unlock your potential

They are the ones who help you stay focused on your goals, by providing regular check-ins and advice about how to stay on track.



## Motivate to push through difficult times

Having a trusted partner to lean on during tough times is invaluable – as it provides a boost when you need it most, enabling you to stay committed and inspired to visualize your ambitions.



# Building Accountability and Support



## Serve as a safe space for brainstorming

Your partner should be someone whom you trust enough to share ideas with – no matter how crazy they may seem. In this way, they bring about an environment that fosters creativity and encourages out-of-the-box thinking.



## Provide feedback

It's vital to have someone who can provide thoughtful and honest advice about decisions you are making – as well as any potential bad work habits that need to be addressed. A reliable companion should be able to provide a balanced opinion on the situation and keep you focused on your goals.



# Building Accountability and Support



## Ensure accountability for delays/ missed deadlines

An accountability partner should be someone who will hold you accountable for any delay or missed deadlines. This helps keep you from procrastinating and ensures that you remain focused on the task at hand.

### b. Why Accountability Partner?

#### Reach goals faster

An accountability partner brings about the dedicated support needed for every step of your transformational journey. They encourage you to stay on track and take action, providing consistent check-ins to ensure progress has been made.

#### Stay accountable

Having a trusted companion gives you that extra bit of motivation to stay the course and keep striving for your goals. Knowing someone is watching your progress may also reduce the likelihood of you procrastinating or giving up.

# Building Accountability and Support

## Gain new perspectives

With a comrade comes another point of view that may prove to be invaluable in assessing your actions and strategies. Specifically, they provide a different way of looking at the same situation – which should enable you to make more informed decisions.

## Experiment and grow

Sharing ideas with someone else allows you to explore different possibilities and strategies. With their input, it becomes easier to come up with innovative solutions and approaches to achieving your objectives.

## Enjoy a positive boost

Working with an accountability partner boosts your morale and builds confidence in yourself. When things seem too difficult or overwhelming, they'll be there to remind you of the progress you've made.

### c. 5Cs of a Good Accountability Partner

How you select an accountability partner may just be the difference between success and failure. To ensure you find the perfect person to walk alongside on your journey, make sure they embody these 5 Cs:

# Building Accountability and Support

## Convinced

Your partner should be someone who is fully invested in your mission. They need to be able to understand and appreciate the value of what you're trying to achieve, and why it matters.

## Consensual

You must establish boundaries from the beginning – making sure that both parties are comfortable with their roles and responsibilities. This way, neither person feels pressured or obligated in maintaining the relationship.

## Committed

An accountability partner should have your back – no matter what situation arises along your journey. For this reason, make sure to find someone who will remain steadfast throughout the process, even when things seem tough or overwhelming.

## Courageous

Having an ally by your side increases motivation and boosts confidence – which is essential for success. Your partner should be someone who dares to challenge you but also provides support and reassurance when needed.

## Comforting

It's crucial for your accountability partner to be a source of comfort during difficult times. They must be compassionate and understanding – while being able to provide constructive criticism that helps move you closer to reaching your goals.

# Building Accountability and Support

## d. Strategies for Long-term Success

Finding a supportive companion that can help you reach your goals is an indispensable step in making progress. To ensure the best chance of success, we recommend that you follow a few key steps below:

- Identify people in your life who truly care about you and are invested in your personal development.
- Make a list of qualities that an accountability partner should possess, such as experience with goal setting, level of support provided, and availability.
- Screen potential candidates based on the criteria set to narrow down the list.
- Meet face-to-face with promising candidates to get a better sense if they will be compatible with you and your goals.
- Reach out to those who made it through the screening process – and see if they are interested in helping you achieve success.



# Building Accountability and Support

## d. Strategies for Long-term Success

Aside, here are some tips that will help cultivate a strong and long-lasting bond between you and your accountability partner:

### *1. Set reasonable expectations together*

Make sure to clearly outline what each of you expects from the relationship. This not only helps to manage expectations – but also avoids any conflicts that may arise in the future.

### *2. Have an open dialogue about goals and progress*

Regularly communicate with your partner and provide them with updates on your goals and progress. Being transparent is key for both parties to stay informed and make adjustments when necessary.

### *3. Be honest and provide constructive feedback*

No matter which side you are on when providing feedback, make sure that it's honest and constructive. This encourages growth and prevents any ill feelings from forming between you and your partner.

### *4. Celebrate successes together*

Remember to celebrate the small wins along the way! Sharing each other's success is an integral component of a healthy and successful accountability partnership.



# Building Accountability and Support

## d. Strategies for Long-term Success

For those who are about to take on this role, we have compiled a list of quick tips below:

### 1. Provide consistent support

Make sure your partner knows that you are there to support them – no matter what! Schedule regular check-ins with them, so they know where they stand against their goals and feel motivated to reach them.

### 2. Offer constructive criticism

When providing feedback, try to use a diplomatic approach so as not to discourage or alienate them from continuing on their journey. Focus on offering helpful advice that will help move them forward.

### 3. Remember to show appreciation

Everyone needs to feel appreciated for the work they are doing – hence, do not hesitate to show gratitude to your partner when they achieve their goals. After all, it is their hard work that got them there!

### 4. Respect their autonomy

Let your partner make decisions on their own and respect their choices, even if you don't agree with them. This will help them grow and learn from experience.

# Building Accountability and Support

## d. Strategies for Long-term Success

### 5. Hold yourself to the same standards

As an accountability partner, your job is to take on the responsibility of setting a good example and holding yourself to the same standards as your companion – this encourages trust and respect in the partnership.

### 6. Practice coaching


If you want to become a more successful accountability partner, gaining knowledge of coaching is always recommended. Reap the benefits by taking an ICF-certified program – and help your partner unlock their full potential.

### 7. Have fun!

Remember, a partner relationship is supposed to be enjoyable! Feel free to add a little bit of creative flair when setting goals or encouraging progress – don't take it too seriously and have some fun while at it!

By implementing these tips, you'll be well on your way toward creating a strong and long-lasting partnership with your accountability buddy.





On good teams,  
coaches hold players  
accountable. On  
great teams, players  
hold players  
accountable.

**Joe Dumars**

# Thrive with ITD World's e-Certification

2023

**MAY**  
**JUN**

e-Workshops >



< e-Workshop  
& e-Certification

**MAY 16**  
Online  
launching &  
Introduction

**CIDD (FACE-TO-FACE) KL**  
CERTIFICATION IN INSTRUCTIONAL DESIGN AND  
DEVELOPMENT

Fee **USD 2,650/pax**  
By **Dr. Mario Del Castillo**

**MAY 29 -  
JUN 2**

**MAY  
29-2**

**CHRBP**  
CERTIFIED HUMAN RESOURCE BUSINESS PARTNER

Fee **USD 2,000/pax**  
By **KC Yan**

**JUN 7**  
Online  
launching &  
Introduction

**CIDD (FACE-TO-FACE) KL**  
CERTIFICATION IN INSTRUCTIONAL DESIGN AND  
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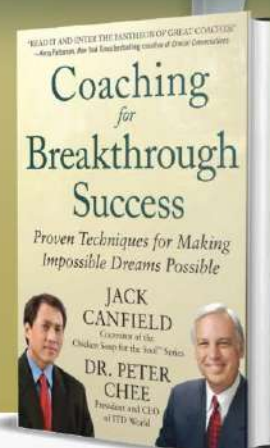
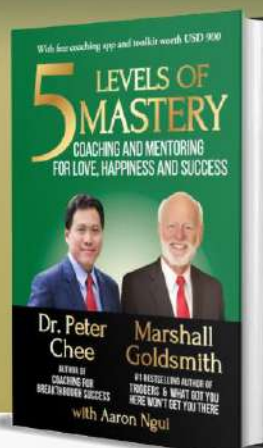
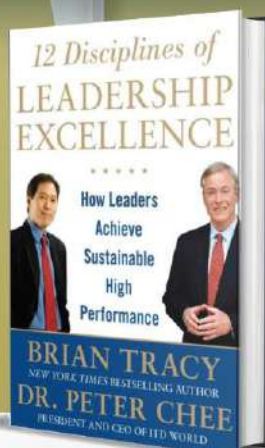
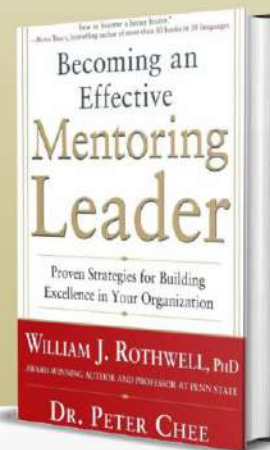
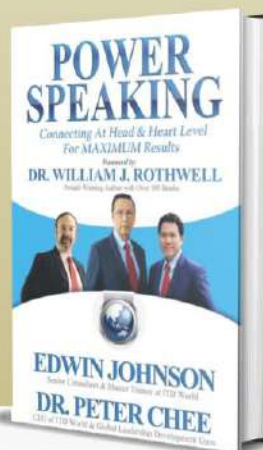
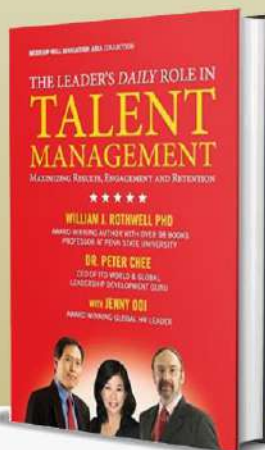
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U.S.A.  
ITD U.S.A.  
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E-mail: [itdusa@itdworld.com](mailto:itdusa@itdworld.com)

SINGAPORE  
ITD INTERNATIONAL PTE LTD  
Tel: +65 9737 5109 | Fax: +65 6223 6521  
E-mail: [itdsg@itdworld.com](mailto:itdsg@itdworld.com)

MALAYSIA  
ITD PENANG (Head Office)  
Tel: +604 228 3869 | Fax: +604 228 6869  
E-mail: [itdpg@itdworld.com](mailto:itdpg@itdworld.com)

ITD KUALA LUMPUR  
Tel: +603 6203 3880 | Fax: +603 6203 3830  
E-mail: [itdkl@itdworld.com](mailto:itdkl@itdworld.com)

THAILAND  
INTERNATIONAL ITD LTD  
Tel: +662 116 9336 to 7  
E-mail: [itdbkk@itdworld.com](mailto:itdbkk@itdworld.com)

VIETNAM  
ITD VIETNAM  
Tel: +84 28 38 258 487 | Fax: +84 28 3825 8483  
E-mail: [itdhcmc@itdworld.com](mailto:itdhcmc@itdworld.com)

PHILIPPINES  
ITD CONSULTING GROUP INC  
Tel: +632 887 7426 | Fax: +632 844 6874  
E-mail: [itdmanila@itdworld.com](mailto:itdmanila@itdworld.com)

CAMBODIA  
ITD-LDC (LEADERSHIP DEVELOPMENT CENTRE)  
Tel: +855-23 555 0505 | Fax: +855-23 224 598  
E-mail: [itdcambodia@itdworld.com](mailto:itdcambodia@itdworld.com)

INDONESIA  
ITD-GLC (GLOBAL LEADERSHIP CENTER)  
Tel: +6221 2930 8710 | Fax: +6221 2930 8747  
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MYANMAR  
ITD - BCTC (BREAKTHROUGH COACHING, TRAINING AND CONSULTING)  
Tel: +959 765 222 103  
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