



## END-TO-END OWNERSHIP

**“ I am accountable for  
my goals and find  
effective solutions to  
keep my promises. ”**

**GUIDELINE**

# WHY IT MATTERS

**I AM ACCOUNTABLE FOR MY GOALS  
AND FIND EFFECTIVE SOLUTIONS TO  
KEEP MY PROMISES**

## Key Benefits

- ☒ We courageously face issues and review the facts together
- ☒ We save time by focusing quickly on the issues to resolve
- ☒ We find better solutions with higher odds of success
- ☒ We pool our efforts to keep our promises faster
- ☒ We minimize the impact on customers and other teams

# WHAT IT MEANS

**I AM ACCOUNTABLE FOR MY GOALS  
AND FIND EFFECTIVE SOLUTIONS TO  
KEEP MY PROMISES**

## **As a Manager**

I take responsibility for my team's results by stepping in when they need help and involving the right people at the right time.

## **As a Team Member**

I take full responsibility for meeting my goals. I propose solutions and step in to help the team make it happen.

# DO'S



Quantify the gap to the original goal precisely.



Identify issues and discuss them openly.



Clarify the impact of not meeting the promised goal.



Create a clear action plan to reach the recovery goal.



Involve the people best placed to achieve it.

# DON'TS



Settle for a lesser goal or a big delay.



Criticize teams who didn't keep their commitment.



Hide the problem or try to solve it on your own.



Blame other teams or people not in the room.



Ignore solutions that you don't fully control.