

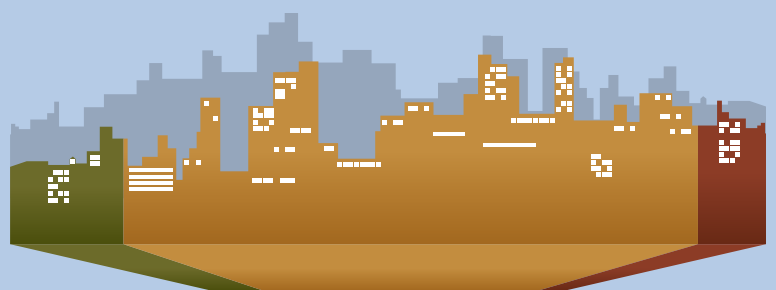
WHEN IT COMES TO KEY RESULTS... Clarity is Key.

NEW RESEARCH Links Organizational Underperformance with Rampant Employee Confusion

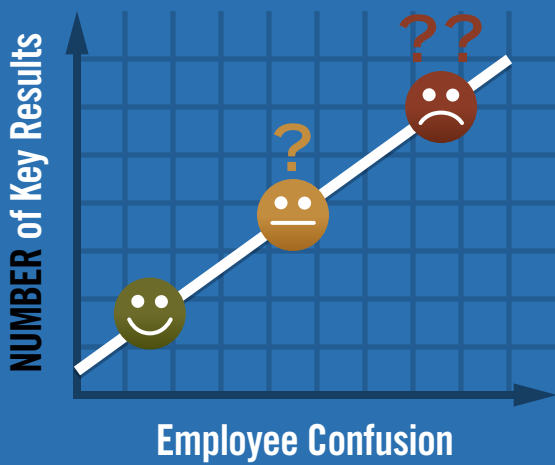
Perhaps the *"Most Expensive Management Oversight Ever"*

New research reveals that **only 15% of organizations say Key Results are clearly defined** in a way that employees at all levels can engage, pointing to a large-scale and prevalent misalignment around key organizational goals. The result is widespread confusion, significant organizational underperformance, and failure to meet key objectives among the majority of the world's companies. The findings were taken from the 2014 Workplace Accountability Study conducted by Partners In Leadership, a leading training and consulting firm.

Our Key Results are clearly defined and are understood throughout our organization...

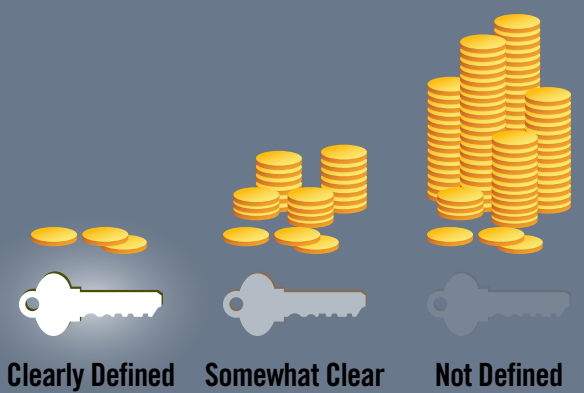


15% Yes, completely **76%** Not entirely, could improve **9%** Not at all



3 to 5 Key Results = 0 Confusion

Organizations that define a small handful of memorable, measurable, meaningful Key Results—usually three to five—reduce employee confusion to nearly zero.



Cost to Organization

"Not defining Key Results and, worse still, failing to communicate them throughout the organization, may be the most expensive management oversight ever and a tragedy at nearly every level."

Roger Connors, CEO of Partners In Leadership
Workplace Accountability Study Sponsor

It works.

Brinker International, one of the world's leading casual dining companies (including Chili's restaurants) reduced their Key Results from 40 to four, resulting in a 15x increase in price per share, a return of 20% profit to shareholders, industry-leading guest satisfaction scores, and their lowest employee turnover rate.



[Read the full story](#)



About the Workplace Accountability Study

Conducted by Partners In Leadership during 2012 through 2014, this research represents the largest study of its kind on the subject of workplace accountability.



About Partners In Leadership

Partners In Leadership is the world's premier provider of Accountability Training® and Culture Change services. Recently named to the Inc. 5000 fastest growing privately held companies in America, Partners In Leadership was founded in 1989 by Roger Connors and Tom Smith, the four-time *New York Times* bestselling authors of the most extensive body of knowledge on workplace accountability ever written. They are considered the worldwide experts on workplace accountability. Contact Partners In Leadership online at www.partnersinleadership.com or call 800-504-6070.

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