

How To Find **SUCCESS** With **SUCCESS** Partners



Laura Sutherly & Barry Alt

Intro, About Us and How We Got Started

- How having a Success Partner is 100X better than an Accountability Partner.
 - How we started and what we've built together that has helped us grow separate niche-based marketing agencies.
 - How what we're doing can save you time, money and reduce stress.
- Who we are?
 - How did we meet?
 - When did we decide to become accountability partners?
 - How long have we been accountability partners?
 - How often do we meet?

THE POWER OF HAVING AN ACCOUNTABILITY PARTNER



What is accountability?

ac·count·a·bil·i·ty

/əˌkoun(t)əˈbɪlədē/


noun

the fact or condition of being accountable; responsibility

What's an Accountability Partner you ask?

Quite simply, an accountability partner is a person who will do these things:

- Help you identify exactly what you want to accomplish in precise detail.
- Help verify the steps you need to take in order to achieve your goal.
- Make sure you stay on track.
- Call BS if you need it



“Accountability
breeds
response-ability.”
~Stephen Covey

8 Key Steps to Success

1

SHOW UP!

The biggest key to success is showing up to work with your accountability partner. If you don't show up, it doesn't work.

2

DOCUMENT

Document what you're holding each other accountable for and follow up

3

COMMIT

Commit to one or two items each session and track your items
Done/Not Done

4

DISCUSS

Discuss progress as well as why you may or may not have met your goal

8 Key Steps to Success

5

HELP

Help each other work through any issues

6

TRANSPARENCY

Be transparent and provide honest feedback and don't be afraid to call BS on each other

7

CONSISTENCY

Be consistent with meetings and keep your scheduled meetings, reschedule soon if you have to miss one

8

RESPECT

You need to like and respect each other or it will not work

8 Key Steps to Success

With our experience, what has worked:

- If its a larger issue or task that you'd like to tackle together, set a fix date and time to focus on that issue or tasks that gets you closer to your goal(s)
- If your discussions progress further than just accountability, run with it, and make the best of the relationship
- *And remember* - If it's not working, know when to call it quits, adjust as needed, find another partner, but **don't quit**

Our Tracking System and How We Use It

Laura-Barry Action Items and Tasks ☆ 🗑️

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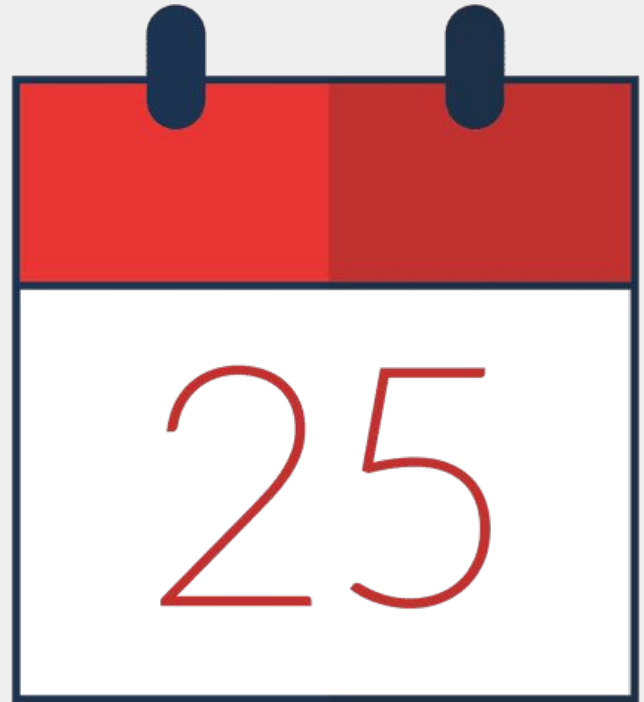
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1	June 3, 2019				June 4, 2019				June 6, 2019			
2	Name	Status	Accountability		Name	Status	Accountability		Name	Status	Accountability	
3	Barry	NO	Call/Email 2 BC Clients		Barry	▼	Call/Email 2 BC Clients		Barry	▼	Call/Email 2 BC Clients	
4		DONE	Billing			▼	Meeting			▼		
5		DONE	AT Meeting prep			▼	Star Headlight			▼		
6	Laura	DONE	Greene County		Laura	▼	Greene County		Laura	▼		
7		NO	Review Mike SOW			▼	North Bridge Equine			▼		
8		NO	Prep for Jamie			▼	Prep for Jamie			▼		
9												
10	June 10, 2019				June 11, 2019				June 13, 2019			
11	Name	Status	Accountability		Name	Status	Accountability		Name	Status	Accountability	
12	Barry	▼	▼		Barry	▼	▼		Barry	▼	▼	
13		▼	▼			▼	▼			▼	▼	
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15	Laura	▼	▼		Laura	▼	▼		Laura	▼	▼	
16		▼	▼			▼	▼			▼	▼	
17		▼	▼			▼	▼			▼	▼	
18												
19	June 17, 2019				June 18, 2019				June 20, 2019			
20	Name	Status	Accountability		Name	Status	Accountability		Name	Status	Accountability	
21	Barry	▼	▼		Barry	▼	▼		Barry	▼	▼	
22		▼	▼			▼	▼			▼	▼	
23		▼	▼			▼	▼			▼	▼	
24	Laura	▼	▼		Laura	▼	▼		Laura	▼	▼	
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26		▼	▼			▼	▼			▼	▼	

+ ☰ June 2019 May 2019 April 2019 March February January 2019 December November October

Other Ways to Work With Accountability Partners

- Daily
- Weekly
- Bi-Weekly
- Monthly
- Group Accountability
- + Work sessions
(yeah - SPRINTS!)



How It Has Helped Us



Let's Amp This Idea Up!



~~Accountability Partner~~ → Success Partners

“Success partners are about **excitement, energy,** and **movement.** Not perfection. Success partners measure the “gain” and movement made toward big dreams, not the “gap” of what they aren’t doing good enough.”

~ Benjamin Hardy, PhD



Where We Have Taken It

- Moral support
- Joint L10 and team meetings (From EOS Worldwide Program)
- Combined Rocks (From EOS Worldwide Program)
- Project collaboration
- Discovery meetings and program support with clients
- Shared processes
- Shared virtual team and resources
- Higher project proposal numbers
- Site and Marketing Maximizer™ programs
- Vacation Backup/Support
- Emergency Backup

Overall results - More Time, Reduce Stress, and Increase Sales

Final Notes

“Research studies have shown that publicly committing your goals to someone gives you at least a 65% chance of completing them. However, having a specific accountability partner increases your chance of success to 95%.”

“By adding an accountability partner to your life, you’re simply increasing your odds of success. You don’t want to lie to someone you respect. So when you tell them you’re going to show up this week, you’re more likely to do so.”



Resources

- The Digital Agency Show Podcast: [How To Find Success With Success Partners With Laura Sutherly And Barry Alt](#)
- [5 Ways An Accountability Partner Can Help You Reach Your Goals](#)
- [How to Increase Your Chances of Success: Get an Accountability Partner](#)
- [Accountability Partners Are Great. But “Success” Partners Will Change Your Life.](#)

Discussion



Barry Alt, CEO & Founder
Motorhead Digital
balt@motorheaddigital.com
585-766-9785

Motorhead
DIGITAL 
DRIVING QUALIFIED LEADS



Laura Sutherly, CEO & Founder
Agtivation LTD
laura@agtivation.com
937-606-1236

agtivation