

Article analysis

[Business, Management](#)



Article Analysis: “ A culture of accountability” “ A culture of accountability”

Article A culture of accountability

Author Name(s): Scott Morris

Major Thesis: The article was written to proffer pertinent issues relative to the issue of accountability, particularly focusing on the need for organizations to establish a culture for accountability to be effective in its work setting.

Supporting Arguments: Morris initially posed a question that states: “ Whom in your life can you really count on?” (Morris, 2012, p. 73). By using this as the theoretical framework, the author premised that people who are take promises seriously and have a particular system for keeping promises are the ones who could be counted on. Likewise, the author proceeded with the discourse by expounding on accountability in organizations and emphasizing that it starts on the very top of the hierarchy. Building a framework of accountability was disclosed to require knowing one’s people well and encouraging open communication. Finally, Morris cited author and business thought-leader John Spence’s guidelines and principles for accountability in organization where a culture of accountability must be established to maximize the organization’s full potentials.

Conclusions: Morris concluded that there is a need to upgrade the potentials of the organization’s human resources to maximize their strengths and facilitate the achievement of organizational goals. Through the enforcement of cultural norms and harnessing the competencies of people, accountability would be improved. As noted, “ just like people, admired organizations are those that keep their promises- promises to customers, suppliers, employees

and shareholders” (Morris, 2012, p. 73).

Analysis: The article’s strength lies in the manner by which the author effectively structured his line of thinking and relayed the message intended for the audience. By using simple and straightforward language, Morris was able to assist in enhancing the understanding of readers from various backgrounds regarding the topic of accountability. Likewise, he supported his arguments through citing other review of related literatures and from works of people known to have established credibility on the topic being discussed. In addition, his credibility as a coach, mentor and as president and chief executive officer of an organization, assisted in providing viable arguments based on personal and professional experiences.

However, one of the weaknesses noted was the failure to clearly list the authoritative references at the end of the discourse to determine their applicability from the date their respective literary works were published. Also, more credible and authoritative sources from peer reviewed journals could have increased the validity, reliability and credibility of the author’s assertions.

Application:

The main point contended by the author in the article focused on accountability using principles of practicing what one preaches, being role models for applications of theories, setting SMART objectives and monitoring performance against standards. It is important to note that the success of accountability on organizations is premised on the creation of a culture of transparency and good governance. When an organizational culture has been imbibed based on clear values of integrity, honesty, corporate

responsibility and within ethical, moral and legal codes of conduct, success in the organization's operations would be ensured. For instance, one's work setting and cultural norm emphasizes the observance of being prompt, arriving in time, meeting deadlines and observing time management. Policies are designed to integrate violations for failure to comply. Therefore, great accountability is established with clear policies and procedures to avoid miscommunications and to expect deliverance of prompt and effective results.

Reference

Morris, S. (2012). A culture of accountability. *Oilweek*, Vol. 63, Iss. 3; p. 73.