CRUCIAL ACCOUNTABILITY® MODEL

BEFORE
WORK ON ME FIRST
Get Unstuck
Start with Heart
Master My Stories

DURING
SAFETY
MY MEANING
Describe the Gap
THEIR MEANING
Make It Safe

POOL of
SHARED MEANING

DIAGNOSE

MOTIVATION

PERSONAL

SOCIAL

STRUCTURAL

ABILITY

 MAKE IT MOTIVATING

MAKE IT EASY

 AFTER
MOVE TO ACTION
Who does What by When
Follow up
Diagnose using all six sources of influence™

Most problems aren’t limited to only motivation or ability—always check both sides.

<table>
<thead>
<tr>
<th>PERSONAL</th>
<th>MOTIVATION</th>
<th>ABILITY</th>
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<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Want To</td>
<td>Can Do</td>
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</tbody>
</table>

| SOCIAL   | 3          | 4       |
|          | Peer Pressure | Help from Others |

| STRUCTURAL | 5          | 6       |
|           | Carrots & Sticks | Structures, Environments & Tools |