

COUNT-ON-ABLE

A Practical Guide to
Lift, Shift, and Empower
YOU and *YOUR* Team



Jeff Cohen

Count-On-Able™*
A Practical Guide to
Lift, Shift and Empower YOU and YOUR team

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*Pronounced like Accountable and unlike being just accountable, the Count-On-Able method empowers you and your team resulting in dramatic increases in performance while you improve relationships you have with your team.

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Count-On-Able™

Praise for Count-On-Able

"Powerful storytelling meets powerful strategies. You're about to level up everyone in your organization, including - or especially - you."

Michael Michalowicz

Author of *Get Different and Profit First*

"...an inspired solution for every business or non profit's leader. Count-On-Able's framework is EZ to absorb, adopt, deploy and run..."

Prof. Alan Tratner

Founder/Chairman Green2Gold Global Impact Incubator

"*Count-On-Able* is the must-have book that takes your communication and leadership skills to another level. Not only is Jeff's framework easy to implement and operate, it will also empower you and your team to achieve your goals and objectives."

Remy Meraz

Co-Founder + CEO, Zella Life

"...Jeff Cohen provides actionable advice and relatable stories that help you build a high-performing culture, making your workplace a place that works for everyone."

Scott Behson, PhD,

Professor of Management, Silberman Global Faculty Fellow

Fairleigh Dickinson University

"What Cohen has done with *Count-On-Able* is create an effective, comprehensive, and accessible methodology for dramatically enhancing organizational performance. Bravo!"

Dan Goodman
Founder and Managing Director, Sandy Spring Climate Partners

"*Count-On-Able* shows you the practical steps you can execute to drive the vision of your business from desire to reality with openness and clarity. The time saving mechanism will save you from unnecessary distractions. If you are looking for ways to structure your priorities and execute them with focus, *Count-On-Able* is a must read and apply."

Lilian Phung, MBA, SHRM-SCP
Human Resource & Leadership Coach
Founder, Collectivity LLC

Dedication

This book is dedicated to Entrepreneurial Freedom Fighters everywhere.
Let's Create Entrepreneurial Freedom together!

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“The most important thing you can know about yourself and your people...What you are NOT Count-On-Able for!”

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Section I

Wanting vs. Having

If you want to get something you've never had, you'll need to do something you've never done.

Action is inevitable. Either you take it and you control your life and destiny or someone else does and they control you.

After reading this chapter you will choose either to save 5.3 hours by putting the book down or make millions of dollars because you read the book and do something with it.

Here are the pivotal questions.

1. Do you have effective communication with everyone in all your relationships?
Before you answer, let's define effective communication.

Effective communication is knowing when you say something the person hearing you fully understands. They don't just say okay, "I've got it." Instead, they say; "So what I hear you saying is" ... and repeat what you said.

This demonstrates they understand both what you said and how committed you are to the content of the communication.

2. Are your people aligned and taking action to achieve everything you want accomplished?
You know the things you see as the leader make a difference for your customers, your employees and demonstrate your company's leadership in your industry.

Let's define alignment as: All team leaders knowing and clearly understanding the vision and mission of the CEO. All leaders manage their team to take priority actions that fulfill the CEO's vision.

3. Do you have trust and alignment ingrained in your business as a way of life?

Let's define trust as: Reliance on others to be honest, open and transparent in communications and actions for which they are Count-On-Able or NOT Count-On-Able.

If your answer to all these questions is a definitive yes, put this book down and go do something else. You are already at the top. You are already effective as a leader and your results are showing it.

If you are unable to answer yes, the next 5.3 hours you spend reading and digesting this book will help you see where you've given up your power. Where have you taken power from others? Most importantly, this book will give you the "How To Guide" to lift, shift and empower yourself and your team to achieve the amazing goals and objectives you see.

Chapter 1

Grand Theft Auto

I remember it clearly like it happened yesterday. I was a big boy. At the ripe age of five I knew what I was doing. I went to a friend's home up the block to play. We were playing with Hot Wheels cars.

I loved watching those little cars go down the track. There were so many ways you could design the tracks, some would have big loops, some would have sweeping turns and then at the end they go off the track and under the couch...sometimes it was a challenge reaching the ones that made it all the way to the back of the couch.

Hot Wheels was fun and we played it all the time.

One day at my friend's house one of the cars we were playing with really caught my eye. I needed that car. I did what five year olds sometimes do when they want something.

I took it.

That was the earliest memory I have of taking something that wasn't mine. After I got home my mom found the car. She had made dinner and we were sitting down to eat when she confronted me. I didn't want her to find the car. I was trying to hide the car. It just did not work.

She asked, "Where'd you get this car?"

I remember avoiding the question. I felt guilty. "I found it."

“Where did you find it?”

At five, I was inexperienced with being interrogated. I finally fessed up and told her “I found it at my friend's house.”

She kept asking, and each round of questions added to my five year's old sense of guilt. Finally, the real answer came out. “I took it.”

Mom's humanity kicked in, right then. Then the look came over her face, you know the one of anger and embarrassment. She thought that she had already taught me not to steal.

This became a teachable moment. She asked me why I took it. I said, “I don't know.”

She asked me again, “Why did you take it?”

Again I said, “I don't know.”

She continued asking and I felt like I was in the Spanish Inquisition. Finally, I said “I felt like it”.

Of course, that answer wasn't good enough. She asked again and again because none of the answers I gave were good enough.

My emotional brain translated all of the questions that started with “WHY” into “I did a bad thing.”

I know I learned my lesson because I didn't steal after that. I was so upset about how bad I was. I remember that feeling in my gut today as I write this.

After we finished that conversation mom sent me over to return the car before dinner. I dragged my feet. I went up the block very slowly. I was trying to figure out how to apologize and give the car back.

Turns out at five years old I was a coward. I made it up to his driveway and saw a pile of snow on his lawn. I buried the car in the snow..I reasoned that he'd find it eventually and think he left it there. Then I'm off the hook. I actually never owned up to what I did.

I love my mom. She cares deeply for me today as she did then. She wanted me to do the right thing at five and still does today. I really appreciate the lesson I got to learn. What we did not know at the time was the trigger that was formed by the discipline and the guilt.

As an adult I've carried that trigger with me everywhere and with everyone. The trigger is the word WHY. When that word is used, my natural instinct is the reaction of being defensive. Friends, family and work colleagues have all seen this reaction.

Depending upon the context and tone of the conversation, when you use the word WHY with me you might get a ten minute list of reasons or I might pull out my shield and my sword and defend and protect myself all the way through it.

WHY has been an enormous trigger for me. WHY has shown up for my entire life as the one word that would set me off. It's shown up in every job I've ever had, with every boss I've ever worked with. Whenever there's been an authority figure. I tested the bounds of WHY.