

Tips for Building an Internal Accuracy Culture

These tips are provided to help you make the most of your accuracy skills training by building an internal accuracy culture where people are valued for 'getting it right first time, every time'.

Embedding accuracy as one of your guiding operational principles alongside the practical development of data accuracy skills, will enable you to reap the rewards of improved productivity, efficiency and cost savings.



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Using your internal communications

- Encourage delegates to talk about what they have learned in *Developing an Eye for Accuracy* and how they are going to apply the accuracy techniques
- Put accuracy in the news! Advertise the work you are doing to improve accuracy, using your intranet and internal publications. Don't forget to celebrate success publicly! Who is your accuracy champion of the month?
- Include accuracy as a performance indicator to be discussed in performance reviews and appraisals. Where accuracy is a significant factor in someone's role, emphasise its importance by ensuring that accuracy is on the review agenda
- Publish your accuracy rates each month so your people can see how you are doing and understand that accuracy is an important performance indicator
- Praise people for being accurate! Ask Scott Bradbury for 'Zero Club' certificates and award them publicly to individuals who consistently achieve 'perfect papers' (no errors) in their post-training assessments. It's important to praise people for consistently improving their accuracy results
- Ask your senior management team to champion accuracy and endorse the *Developing an Eye for Accuracy* training

- Invite your senior managers to participate in the *Developing an Eye for Accuracy* training and ask them to write a piece about the benefits of accuracy for use in your corporate communications
- Download and circulate the free seasonally-themed tests available from Scott Bradbury. These are designed to keep accuracy front of mind in a fun, light-hearted way
- Nominate an 'accuracy champion' in each team or department. It is this person's responsibility to promote the importance of accuracy within the team and report on accuracy rates
- Endorse the message about 'getting it right first time every time' and encourage individuals to take responsibility for their own accuracy, rather than rely on your internal checking procedures
- Use mistakes as a learning opportunity. Encourage individuals to be open about any mistakes they make to foster a positive learning environment rather than a blame culture where individuals seek to cover up errors.

- Publish your results
- Celebrate success
- Review individual accuracy rates
- Appoint accuracy champions

Using the course materials

- Use the 'Contract' which delegates complete at the end of the *Developing an Eye for Accuracy* course to follow up the individual's commitment to accuracy
- Ask managers to complete the 'Manager's Perspective Questionnaire' at the back of the delegates' Participant Manuals. Involving line managers in this way and asking for their observations after the training, encourages discussion of accuracy back in the workplace
- Circulate the 'Staying Accurate Today' email messages provided to encourage delegates to recall and apply a particular accuracy technique. Why not display the 'Learning Reminders' and 'Action Points' around your working environment too?
- Use the post-training assessments which are provided one month, three months and six months after the initial training to monitor accuracy rates in the months following the course delivery. Review the overall position with your Scott Bradbury account manager to benchmark results and generate ideas for future improvements.
- Ensure *Developing an Eye for Accuracy* is rolled out to everyone in your organisation who works with any kind of data. Consistency is at the heart of accuracy, so everyone needs to be using the same accuracy techniques
- Include *Developing an Eye for Accuracy* in your induction programmes, so people have accuracy at the heart of what they do from the outset.