

THE CONSISTENCY CODE



6 WAYS TO HOLD YOURSELF ACCOUNTABLE

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Table Of Contents

Accountability is the biggest hack to getting things done.	2
Small Wins	4
Bunker Up	5
Monk Mode	5
The Pomodoro Technique	5
Clarity of Your Actions	6
You're Going To Die	6

My name is Mike Rohrig and I appreciate you taking the time to grab this quick eBook to help you get more things done. If you have any questions, feel free to reach out at 503.597.8003. You can find me online as MikeCanDolt. Enjoy the book



Accountability is the biggest hack to getting things done.

Arnold Schwarzenegger said he did better because Sylvester Stallone was out there. Without that competition, he might not have risen as high.

How many of us do most of our work at the deadline? Though this one was so simple I don't have it on the list of six, I use this all of the time. When I created [Roaring Agents](#), the free training site, I realized I was getting distracted with the fun part. I wasn't making much progress. I set deadlines for sections that I was creating and said publicly that they would be done on certain dates.

Did they care? Nope. But I don't let people down. I never missed a deadline.

Unfortunately, accountability has gotten a bad name. This likely has come from the way authority figures used "accountability" when we were kids.

They would get frustrated and yell at us, shame us, make us feel guilty and all around make the experience bad. You "coaches" on TV yelling and screaming, even throwing chairs.

In many cases they were holding us "accountable" to things we didn't want to do. This is an important distinction. Once you have really committed to doing something, you actually want to be held accountable most time. Because of our past, we either don't know how to hold ourselves accountable or who to trust that will help us without doing it terribly.

This quick eBook will give you tried and true ideas regardless of your style and needs. I have some studies to back up some of the bigger ideas

Here are some techniques and mindsets to help you hold yourself accountable to get things done.

There are three levels of accountability:

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1. **Accountability to your identity.** Hopefully you don't kick puppies. For 99.9% of us, it is against our identity to do something so terrible.

If you find yourself having an absolute roadblock in doing something you think you really want to do, check to see if your values are in conflict. If you don't want to bother people on the phone, picking cold calls as a lead gen method is going to be tough. My Mom made it a huge deal if anyone called before 9AM. Making a call before that time is almost impossible for me.

A lot of people have this issue with video. They are so scared of showing themselves they find every reason to not do it. Logically they know they should but they keep self-sabotaging. And that is all self-sabotaging is, bring yourself back to the point in lock with your identity.

2. **Accountability to your needs disguised as wants.** The truth is we move from pain much more than towards pleasure. It's not so much you want dessert, it's that you will feel you are missing out if you don't get it. When people tell me that they want to make \$100,000, I ask if it is okay for them to make \$95,000. They always say yes. People usually fall to what they need. I would love to be skinny and in better shape. I haven't been that way in 20 years. But, I do have a limit on how bad I can get. I refuse to get bigger pants. I need to hold that line and do it.

You have to raise your standards to raise your efforts in some cases. Currently I am at the lowest weight I have been in some years. I am making that my new limit.

3. **Accountability to others.** Everyone of us does better when others hold us accountable in the right way. And there are different levels inside of this. It goes from a check-in to someone checking on us.

By the way, all accountability is self-accountability. Except for school, jobs or a similar situation, you have to agree to it for it to work. The joke goes like this, "How many coaches does it take to screw in a lightbulb?"

"Just one but the lightbulb has to want to change."

Small Wins

It is almost impossible to keep after a goal without seeing results. Unfortunately, many of us only look at closings as wins. We see every negative as a loss.

In experiments, they have found you need to win 2-4X as much as you lose to have equal emotional impact. Loss hurts us more and there are many perceived losses in real estate.

People don't answer. Someone says no. Client decides not to buy. No one shows up for the home buying seminar. No one comes to the open house. One person at the open house might feel like a loss.

They did a study with rats where they put rats on either side of a tube. They trained them that there was food on the other side. They would push their way (not fight) to get through a tube. The rat who won had a part of their brain that only lit up on winners. Losers didn't have that part of their brain fire. The winner rats would take the good place in the cage and the loser would be off in the corner.

Interestingly, the winning rats would keep winning and losers would lose. You see this in sports where teams get a culture of winning or losing.

But, if the researcher pushed the losing rat through the tube to win, the brain fired up. That rat would start winning and the other would start losing.

This is the value of tracking your small wins. I call it small because I mean small. If you are having trouble making one call, then one call is a win. Every step up from your current activities is a win.

Elon Musk is trying to make it to Mars. He sees the wins in the milestones to getting there. If he only judged himself on Mars, he would give up. Success begets success. Also, you will have some big negatives hit you. If you have a book or list of small wins, together they will be bigger than that perceived loss.

Bunker Up

Bunkering up is where you get rid of distractions and temptations. If you were on a diet, you would be setting yourself up to fail if you left the food. The idea is to make failure as difficult as possible.

This is what it looks like. You put time limits on the apps on your phone. Maybe you delete the apps and only access them from a web browser. You could just remove it from your work area.

There are apps for your computer as well where you have to either put in another password to open the website up or they are just blocked.

Put a note on your door or desk saying do not disturb. Have food and water ready so you don't have an excuse to leave.

You remove everything you can that impedes you from doing what you want.

Monk Mode

This is simple but not easy. You make a deal with yourself. If you have a task on the calendar, you either do it or nothing. What we usually do is start something and then get bored. We convince ourselves something else is required or more important. If one of your values is integrity, you are more likely to follow through on this one.

Previously you sold yourself on the value of doing something else, but here, that doesn't work. I think this has worked well for about 25% of the people who have tried it.

The Pomodoro Technique

This is great for those people who get bored easily or have ADHD. The Pomodoro Technique is where you set a time from 10-20 minutes where you are going to work on something AND you get a 5-10 minute break afterwards.

This tells the monkey brain, "Hey, you don't have to do this forever. Let's just focus for a bit and then you can have some fun."

Clarity of your actions

This is one that is often overlooked. You have a big plan but no clarity on how to get there. If accountability is the biggest hack, clarity is second.

Magic tricks are amazing and impossible to figure out. Once someone tells you how it is done, it is so simple that you almost hate it and can't unsee it.

If you are sitting down to work and the calendar says to make calls, who are you calling and what are you saying?

If you have to do videos, do you have an idea of what they are about? Is it part of a marketing and messaging plan?

Same goes for your CRM. Every single person in there should have a task set for them. You let future-you know what you want done. Don't make future-you guess what you were thinking. Ideally you should open your CRM, do whatever tasks are set, set appropriate tasks for each person and get out.

In another study they had 3 groups that were going to workout at least 1X a week.

The first group only had to say to the researcher, "I'm going to work out 1X a week." Only 38% followed through.

The second group did the same as the first group and also watched a motivational video. The number dropped to 35% of people who followed through. Surprised those motivational videos on social media might not be helping people?

The third group said, "I'm going to work out at this time, on this date and at this location." This is called the Intention Implementation strategy. This is why clarity matters

You're going to die.

That's what heart attack patients are told will happen if they don't change their habits.

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In a study on change, that took those patients, gave them a consult and a plan. They checked in with them a year later and only 10% had stuck to the good habits.

Think about that. Faced with impending death, they still didn't change.

Do you see what you are up against when trying to make changes on your own?

But there is hope.

They did another study but this time, on top of the consult and the plan, they were coached for 3 months and then attended a support group for 9 months. They were left to their own devices for the next two years.

When they went to check on them, 77% had stuck to the new behaviors.

All accountability is self-accountability. You choose when to let people help you. You decide to let go of your ego or any shame attached to help.

If the above ideas aren't getting you where you need to be, you need an accountability partner.

It is very rare that a spouse makes a good accountability partner for a myriad of reasons.

A buddy used a few of us to hold him accountable and we didn't even know it. He would text us about him losing weight. We'd say congrats and that was it. And then one day he revealed that he was texting us to make a new ceiling on his weight. That's what I was talking about above.

For real estate, you can tell someone you will text them your numbers for the day. You can send them the videos you are doing. Basic things where they don't even have to be in real estate to understand or participate.

Some agents enjoy getting together with other agents to make calls or do whatever work at the same time. There is something about shared pain which is why I think the support groups were so helpful to the patients.

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Lastly is getting a coach. A coach does a few things to help you. One, they can see the things you can't when you are stuck in the muck. Two, they likely have experience that they can share and help you with to move on. Three, they can hold you accountable, hopefully in the right way without using shame or guilt.

I offer a sliding scale coaching to help those at all levels in their career, not just the 3%.

Lastly, here's a surprising way to kill your desire to get things done.

You might be aware that the brain has difficulty telling the difference between real and imagined experiences. Maybe you've cried at a movie, woke up from a nightmare terrified or got excited thinking you were getting a client but misread the message.

They have found that telling someone your goals can almost make you feel as good as achieving them. You get a similar dopamine release from it and you feel fulfilled which makes it backfire.

This is what I do now. I don't tell anyone my goals unless I want them to hold me accountable. It is strange at first, especially when someone asks but the results have been surprising. I think this is at least a small part of the reason New Year's Resolutions don't work. The other is that they usually lack clarity.

Whatever your path, don't wait.

Someone said the definition of hell is dying and then meeting the person you could have been.

If you are reading this far, you have tried and tried to get things done. Go through that list and if you can't get there within a specific time frame, [contact me](#). I can help.

I offer truly [free coaching appointments](#) so you can see how I work and if we are a fit. Grab a time here, maybe I can help you in just that one session.

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eBooks and Links to More Resources

