

Project Ownership Is a Team Sport

Creating a Culture of
Shared Accountability



Project
Management
Institute.
Houston



Project Ownership Is a Team Sport

Creating a culture of shared accountability turns project management into a team achievement. When teams' own outcomes, projects deliver faster, with greater stakeholder satisfaction and lasting success.

This session shows how project managers can build teams where everyone feels responsible for the whole project's success.





The Problem with Siloed Ownership

Task Focused Mindset

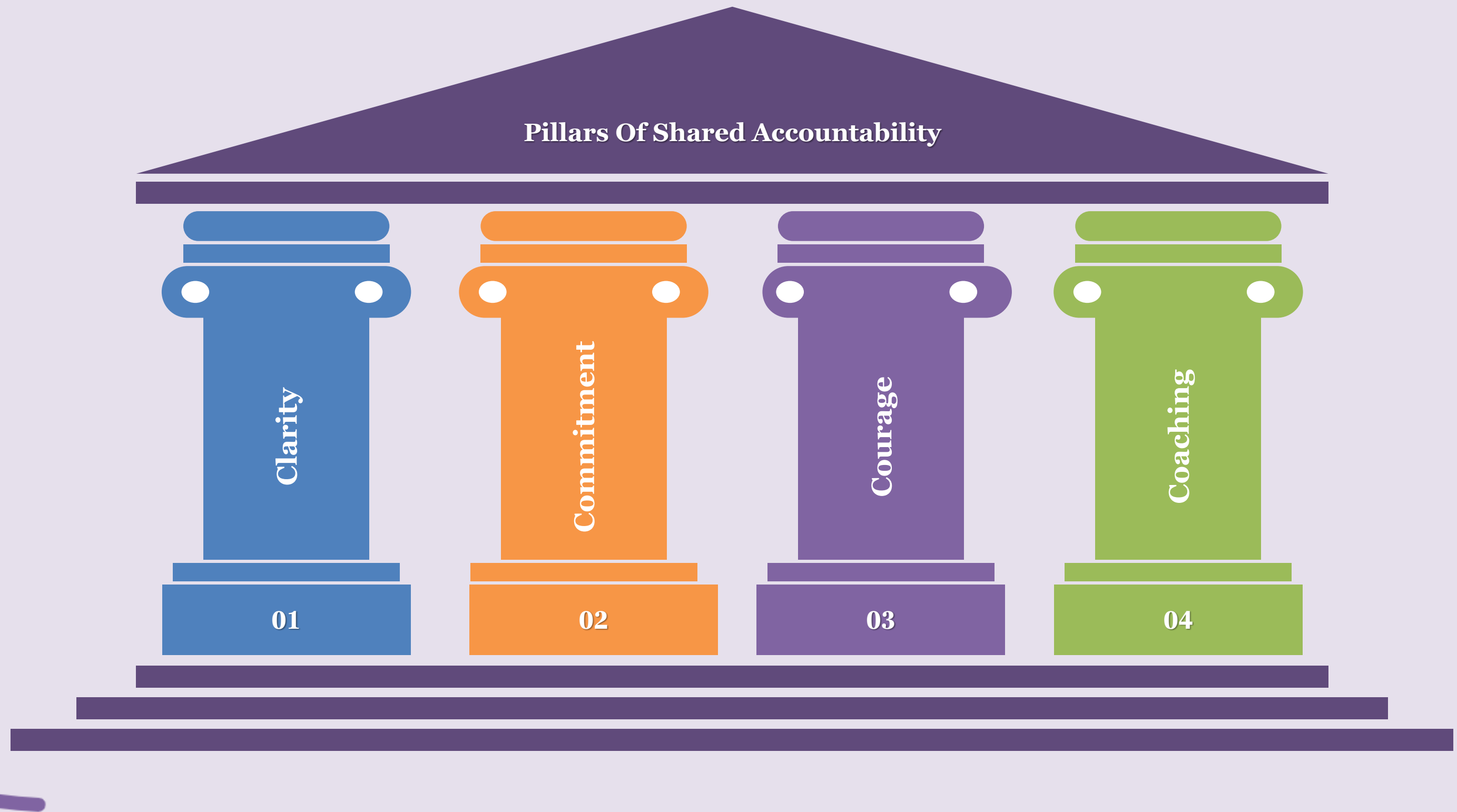
Unowned Problems

Decision Paralysis

Declining Morale



What Shared Accountability Looks Like





Start Strong with the Kickoff

1. Define Success by Outcomes



2. Clarify Decision-Making



3. Use Ownership Language Early



4. Tackle Risks Together





Collaborative Team Charter

Shared Purpose and
Success Criteria

Defined Roles and Decision
Boundaries

Working Agreements
and Norms

Risk Identification
and Mitigation



Clarifying Roles with Purpose

Effective Role
Clarification Tools:

**RACI
Matrix**

**Role
Maps**

**Decision
Authority
Matrix**

**Workflow
Diagrams**

Clear Roles = Confident Teams

Results

Prioritize better

**Make smarter
tradeoffs**

**Collaborate with
greater confidence**

**Hold each other
accountable**



Shifting from Tasks to Outcomes



Outcome Focus builds **stronger engagement, innovation, and accountability.**

When people understand the intended result, they:

- Make better decisions in the moment
- Collaborate more purposefully
- Raise concerns proactively



Coaching the Team Mindset

Use Daily Standups,
Sprint Reviews,
Demos, and
Retrospectives

Ask Empowering
Questions

Model Accountability

Celebrate Ownership

Normalize the Discomfort of
Growth



Retrospectives as Accountability Mirrors

Accountability-Focused
Retro Questions

Make Retros Ownership-
Driven

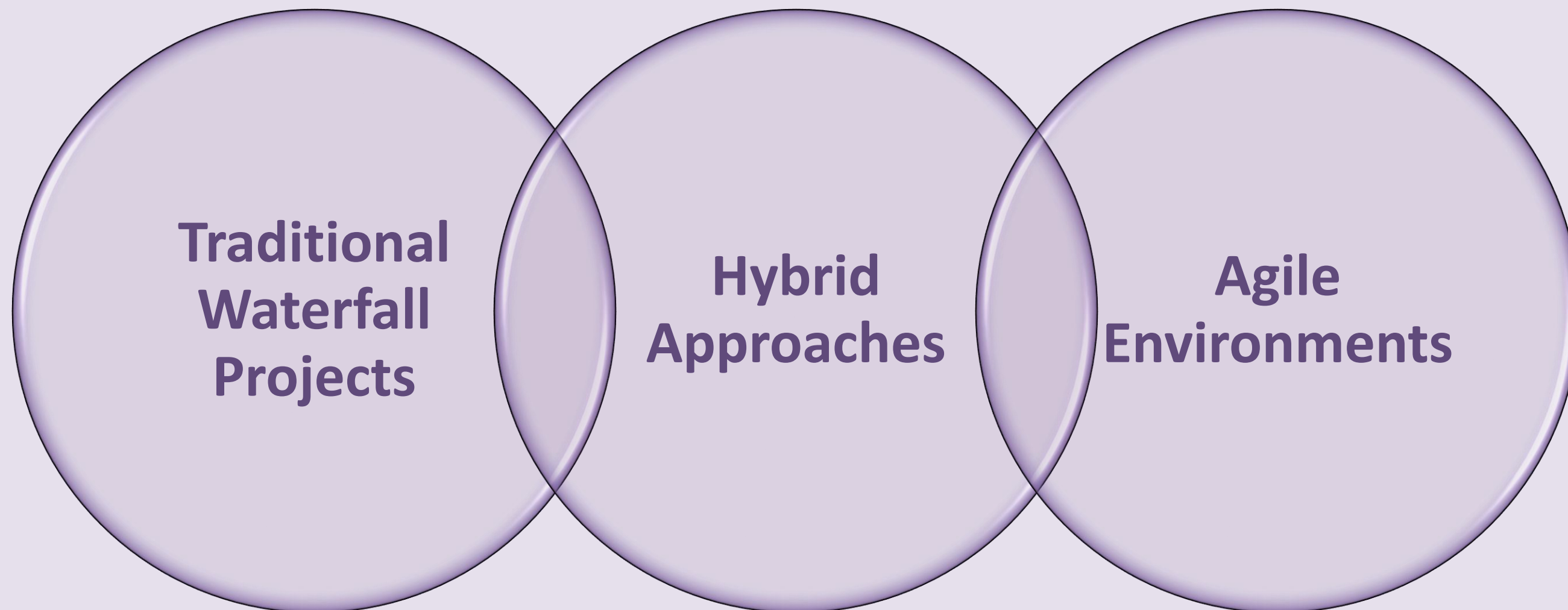
Behavior

Mindset

Impact



Accountability Beyond Agile Environments



Clarity of roles

Commitment to
outcomes

Coaching for
mindset

Courage to speak
up



Measuring Shared Accountability

Issue Resolution Time

Proactive Risk Detection

Stakeholder Satisfaction

Team Engagement

Beyond traditional metrics, look for ***qualitative behavioral indicators*** that show a shift is happening:

- More volunteering for high-visibility work
- Cross-functional collaboration without being asked
- Stronger retrospectives with open, honest feedback
- Teammates checking in on each other's blockers



Overcoming Resistance to Shared Accountability

The
Overworked
Specialist

The
Authority
Gap

The Process
Advocate

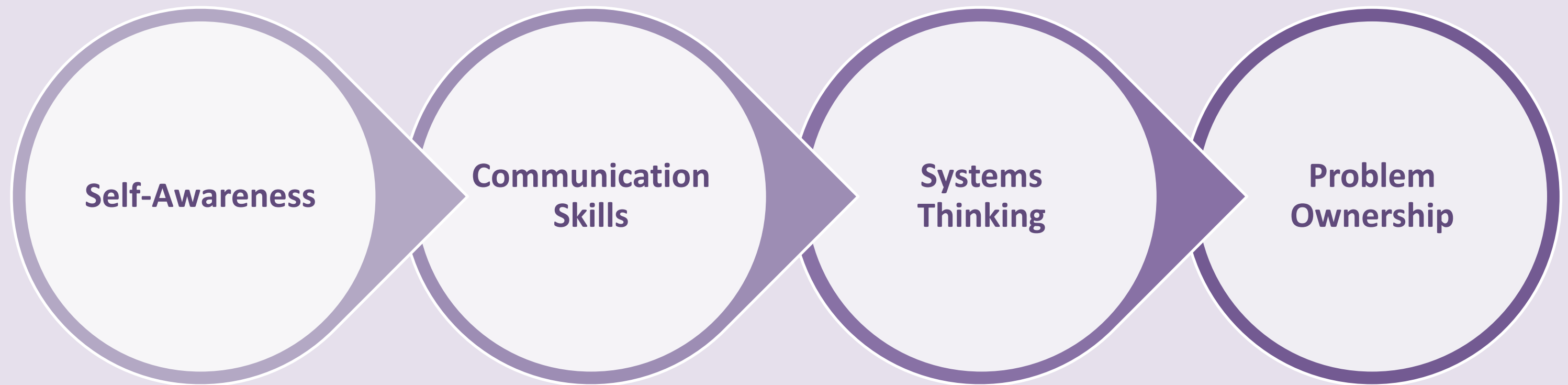
Listen first

Reframe their concerns

Offer support, coaching and
structure



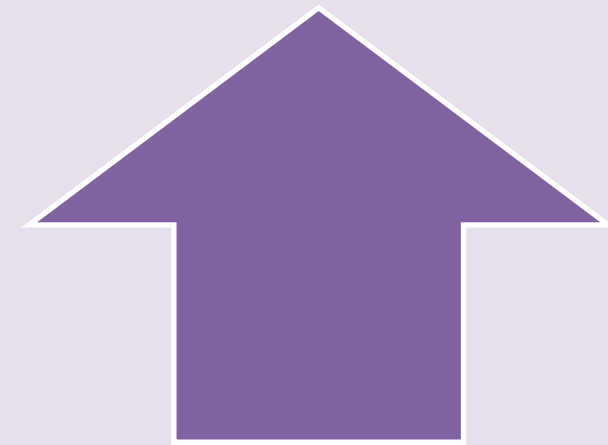
Cultivating Accountability Skills



- Focus on outcomes that support business goals and strategic priorities.
- Help stakeholders see progress in terms of impact, not effort.
- Tie project milestones to measurable business outcomes.
- Reinforce that success is delivering what matters most to the organization and its customers.



Leadership Behaviors That Foster Accountability



Behaviors that Build Shared Accountability



Behaviors that Block Shared Accountability

Model what matters, what's rewarded, and what's safe to say or do.



Accountability Mindset Checklist

Project Ownership Is a Team Sport

Start Early With Kickoffs and Team Charters

Coach for Outcomes, Not Just Activity

Use Retrospectives to Keep Ownership Visible

**Ask the Ownership
Question**

**Add a Mini-Charter
to Your Next
Kickoff**

**Use One Outcome-
Framing Question
per Day**

**Recognize
Ownership
Behavior**



Introduction

Agenda

The Problem with Siloed Ownership

What Shared Accountability Looks Like

- Accountability Focused Kickoff

- Collaborative Team Charter

- Clarifying Roles with Purpose

- Shifting from Tasks to Outcomes

- Coaching the Team Mindset

Accountability Beyond Agile

Measuring Shared Accountability

Overcoming Resistance

Cultivating Accountability Skills

Modeling Leadership Behaviors

Final Thoughts and Key Takeaways



By Kimberly Wiethoff, MBA, PMP, PMI-ACP

[Managing Projects The Agile Way](#)

[Innovantage Technologies – Elevating Possibilities Through Innovative Technologies](#)