



Marine Retailers Association of the Americas

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FOR IMMEDIATE RELEASE

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MRAA Launches Guide to Building a Culture of Accountability

MINNEAPOLIS, November 30, 2018 — The Marine Retailers Association of the Americas has released the MRAA Guide to Building a Culture of Accountability, a digital publication available exclusively to its members and Marine Industry Certified Dealerships. The guide was developed in response to dealer survey results that suggest holding employees' accountable is one of owners' and managers' leading challenges.

Within the 13-page educational resource, dealers are led through the fundamentals of developing a culture in which employees are held accountable for fulfilling their responsibilities and meeting their goals.

"Accountability is like many other areas within the dealership," comments Liz Keener, MRAA education specialist. "The most significant results often come from mastering the basics. In the case of accountability, the basics involve setting clear expectations for your team members."

The guide, which is made possible by the Marine Industry Certified Dealership program, was designed to complement the third quarter 2018 Continuous Certification course "How to Create a High Accountability Dealership" by John Spence.

The Marine Industry Certified Dealership program leads dealerships through the development and improvement of a number of tools that help dealers set clear expectations, such as job descriptions, an employee handbook, an employee satisfaction survey, and process maps. The Continuous Certification course is an advanced course specifically for Certified Dealers, while the guide offers value for all dealers, whether they are focusing on this topic for the first time or looking to refine an already robust accountability strategy.

"In his course, John makes it clear that lack of accountability is a barrier to success in businesses of all sizes and shapes," adds Keener. "We're excited to be able to offer a resource to the dealer community that can have such a significant impact on their results."

The Guide to Building a Culture of Accountability is available to MRAA members at www.mraa.com/page/guides and to Certified Dealers at MRAATraining.com within the 2018 Continuous Certification Curriculum.

About the Marine Retailers Association of the Americas

The Marine Retailers Association of the Americas works to create a strong and healthy boating industry by uniting marine retail businesses, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit MRAA.com.