



accountabili-buddy

— CLARITY. COMMITMENT. FOLLOW THROUGH. —



CASE
STUDIES

CASE STUDY 5

LOSS OF INTEREST

1. TRAINING OBJECTIVE

Distinguish loss of interest from inability, avoidance, and discouragement, and recognize when the correct accountability task is goal reassessment rather than improved execution.

2. CLIENT PROFILE

Client: Priya

Goal: Complete an online digital-marketing certification

Current Commitment: Complete two lessons this week.

3. RELEVANT HISTORY

Priya began the certification four months ago because she was considering moving into marketing.

She has completed approximately 60 percent of the course.

Her current job has since changed, and she has become more interested in project management.

Course completion has declined steadily over the last month.

4. CLIENT MESSAGE

Accountabili-Buddy: Neither lesson happened this week. What got in the way?

Priya: Nothing really. I could do them.

Priya: I just don't care about this certification anymore.

Priya: If I were choosing today, I wouldn't even sign up for it. I mostly feel like I should finish because I've already done more than half.

5. TRAINEE TASK

What is the primary issue?

What should the Accountabili-Buddy avoid doing?

What would you say next?

6. EVIDENCE ANALYSIS

FACTS

- Priya reports that she could complete the lessons.
- The original reason for pursuing the certification has changed.
- She explicitly states that she is no longer interested in pursuing the certification and would not choose to begin it today.
- Her principal reason for continuing is prior investment.

CLIENT INTERPRETATION

Priya reports genuine loss of interest.

ACCOUNTABILI-BUDDY INFERENCE

The active question is whether the goal should continue at all.

7. PRIMARY FORMULATION

Loss of interest requiring goal reassessment.

Priya no longer appears to endorse the goal on its original basis.

Before treating the missed lessons as an execution problem, the current value of the goal should be reassessed.

8. ALTERNATIVE FORMULATIONS

Discouragement is possible in some superficially similar cases, but Priya does not describe wanting the outcome while doubting her ability.

Avoidance is also possible but does not adequately explain the explicit change in the value she assigns to pursuing the certification.

9. MISSING INFORMATION

The relevant question is whether there is any current benefit to completing the certification sufficient to justify the remaining cost.

10. RECOMMENDED RESPONSE

“Then I wouldn't treat this as a follow-through problem yet. If you were deciding from where you are today, is there a reason the finished certification is still worth the remaining work?”

11. REASONING

The response separates sunk investment from current goal value.

Accountability should not become a mechanism for forcing completion of goals the client no longer endorses.

The client may still decide that finishing is worthwhile. That decision should be based on current value rather than prior investment alone.

12. PLAUSIBLE ALTERNATIVE RESPONSE

“It sounds like the question is no longer how to make you finish it. It’s whether finishing still makes sense. Do you want to keep this goal active?”

13. WEAK RESPONSE EXAMPLES

WEAK RESPONSE A

“You’re already 60 percent done. Don’t quit now.”

Problem: Prior investment is treated as sufficient justification for continued investment.

WEAK RESPONSE B

“Let’s make it one lesson instead of two.”

Problem: Reducing the commitment does not address whether the goal remains wanted.

WEAK RESPONSE C

“Maybe you’re avoiding it because finishing feels intimidating.”

Problem: The response replaces Priya’s explicit account with an unsupported psychological interpretation.

14. WHAT HAPPENS NEXT

Priya may:

- Close the goal
- Decide the remaining value justifies completion
- Pause the goal while reconsidering
- Choose to pursue a different goal, such as one related to project management

Any of these may be appropriate if they reflect Priya's deliberate current decision rather than pressure to preserve the original goal.

15. RECORD / UPDATE

Goal: Digital-marketing certification

Status: Under reassessment

Result: Two lessons not completed

Relevant Change: Original career rationale no longer applies

Current Formulation: Loss of interest requiring goal reassessment

Next Decision: Continue, pause, or close

16. SCORING CRITERIA

Full-credit responses should:

- Recognize the change in current goal value
- Avoid treating persistence as inherently preferable
- Avoid shrinking the commitment before reassessing the goal
- Preserve the client's right to close the goal
- Distinguish current value from sunk cost

