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5 STEPS TO EFFECTIVE DELEGATING

Maximizing your use of delegation is one of the most irreplaceable ways to achieve greater success, both in business and your personal life. The following points are designed as guidelines to help you delegate effectively.

1. **Remember that delegation does not shift responsibility.** Just because you've delegated something doesn't mean that you're no longer responsible for the outcome. Don't delegate your most important items – stay focused on those where you can't afford to take your eye off the ball, even when that task might be filled with boring minutiae. If it creates sizeable risks for your company, it's not worth delegating. Only delegate the items that lie outside the critical risk area. Do not delegate if a big mistake will cost you. Maintain checks and balances to make sure you are satisfied that the people you're delegating to are doing their jobs well.
2. **Hire great people.** Hire great people, and don't just utilize them for what their job description is. Always be thinking ahead – “What is on my plate today that this person can manage?” Hire to that level, not just to do the job. Meet with them often and hire more than you think you will need so that there's space to offload items into their world.
3. **Hire for the future.** You may have to work hard to teach, educate, and invest in someone else over a period of time (6 months to a year). This can be discouraging at first – your intention in hiring that person was to ease your workload, and now you are investing even more work to train them. However, if you spend a little extra time and resources to hire a great person, pay them well, and make yourself available for training, you will create a space that the person has a much greater chance of wanting to stay long-term. If you can

make this work, it will pay incredible dividends. If you're not willing to spend a little more and hire a great person, you may potentially miss out on a great return. Be willing to "give a little" here and there to support those who support you.

4. **Adjust your expectations.** It's better to have someone else do 80% of the job the way you would do it than to have to complete the job 100% yourself. Don't forget that time is your most precious commodity. You may have to reset your expectations and remind yourself of the added value of not having to spend the time yourself, versus the job being completed somewhat less than you could do it. With the added value of your extra time, it often equals 100% or more. This is difficult, and it requires a good deal of letting go. There's no room for perfectionism in every aspect of your business if you want to be successful. Remind yourself that you've hired people you can trust for a reason - lead them, don't just manage them. It's likely that you will have to fight the desire to make sure the job is done perfectly, but you will rarely regret delegating. Remember: providing clear expectations and deadlines are some of the greatest gifts you can give to your team.

5. **Don't neglect the power of prioritization.** Sometimes it's very simple principles that save you and your team from pouring extra time where it shouldn't go. One of these is ranking priorities. Meet with your support staff regularly to ensure that you're all on the same page about what's an "A" priority vs. what's a "B or C" priority. Be cautious of making assumptions that others have read your mind about which items are the most critical. You could lose days or weeks of progress if you neglect to check in.

When used with intention, delegation can free up your time and lead to better outcomes within your business and personally. Start small, stay consistent and you will accomplish a lot more.