



BELAY

**THINGS TO DELEGATE
TO SAVE 15 HOURS
THIS WEEK**

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AN INTRODUCTION TO DELEGATION

WHEN IT COMES TO EXPERIENCING NEW GROWTH IN YOUR BUSINESS, YOU HAVE TO THINK DIFFERENTLY ABOUT HOW YOU RUN IT.

If you want to see growth, you have to realize that you can't do everything on your own. You are a business owner, visionary, the person at the helm steering the ship, figuratively speaking. And like any successful business, there are divisions to the work that needs to be done:

- Marketing
- Sales
- Finance
- Operations
- Product (what you actually deliver)

Each of these areas requires administrative support. Sure you can create email campaigns, track down leads to set up meetings, and do your own expenses, but why would you? Why would you want to spend your valuable (and expensive) time on tasks that can easily be done by someone else.

A Virtual Assistant can help you in any or all of these areas, removing the burden of important but low value tasks from your responsibility. As they handle more and more tasks, you get more time to focus on generating higher paying leads. Done right, the investment more than pays for itself. And by "done right", we mean embracing delegation and letting go of the tasks that you shouldn't be doing anymore. Most business owners actually lose money because they don't have someone else on their team to get more stuff done.

Delegation in management isn't simply a way of unloading your responsibilities; it's how business owners and leaders can benefit from the powerful, multiplying effects of entrusting others to do that for which they were hired. As you delegate, you not only free yourself from a busyness mountain of your own creation, but you also, in turn, develop the kind of employees and leaders that allow you, them and your business to grow.

To help you get started on the right foot, we've created a tool - a matrix, of sorts - so you can map out the various things you do each day.

	YOU	OTHERS	
LOVE	1. KEEP	2. DELEGATE	
HATE	3. DELEGATE	4. DELEGATE	

STEP BY STEP

Let's start with the fun stuff. Make a list here of all the things you love doing. These are the things that make you feel alive. They don't leave you drained, but rather fired up. Think of these tasks as things that only you can do for your business. Sure, you may love picking out your favorite pens at the office supply store, but if you can ask someone else to do the task, it doesn't belong on this list.

YOU

1. KEEP

Things you love and only you can do them.

LOVE

Now, think of the things that you also enjoy doing (like buying those fancy pens), but that someone else can do for you. Examples may be your monthly expense reporting or booking your travel. Another way to think of this list would be from the perspective of what you should lead, teach, coach, and develop others on your team to do. (If you need ideas, look at Page 5 for some common tasks that other leaders delegate).

OTHERS

2. DELEGATE

Things you love but you know that others can do. This is easily the area that you should lead, coach, and develop. Primarily because you love what you are giving them and likely there is passion in this set of actions/efforts/results expected.

LOVE

STEP BY STEP

For the last two quadrants, you'll want to think about the things you really really don't like doing on a daily, monthly, or yearly basis.

Think of the stuff you hate. Tasks that you think you should be doing, or things that you procrastinate competing. If you hate doing stuff that you know you should do, it will show up later (and not in a good way). This is typically outsourced areas like bookkeeping, legal work, project management, proofreading & etc.

YOU

3. DELEGATE

HATE

Things you hate doing, but find yourself doing. These are items you procrastinate on, that others may like doing. This is typically areas like bookkeeping, legal work, detail-driven tasks, project management, etc.

And for the last one, this is a no-brainer. What are the things that you really don't like doing and KNOW that someone else can do for you. Be crazy - add things to this list like going to the grocery store or updating content on your website. You're the King (or Queen) of Wasting Time if you work in this quadrant.

OTHERS

4. DELEGATE

HATE

Things you hate that others can do. This is a no-brainer! Don't waste your time and simply delegate items in this area.

One reminder as you start thinking through this process, delegate the results not the tasks. When you approach it as results over tasks, your team will feel empowered and connected at a deeper level to your organization.

Now, take what you listed on the last two pages and fill out the matrix on the next page to get a complete picture of what you should be focused on.

DELEGATION MATRIX

	YOU	OTHERS
LOVE	1. KEEP	2. DELEGATE
HATE	3. DELEGATE	4. DELEGATE

MOST POPULAR ITEMS DELEGATED TO BELAY SPECIALISTS

Web Services:

- Uploading New Content
- Updating Plug-ins
- Security Updates
- Scheduled Back-ups
- Website Development
- Integration with Other Software
- Posting Jobs to LinkedIn, Facebook, Twitter, MRI

Bookkeeping:

- Accounts Payable
- Payroll
- Bank Reconciliation
- Invoicing Clients
- DTWEB
- Account Reporting
- Cash Flow Statements

Administrative:

- Calendar Management & Scheduling
- Project Coordination & Followup
- Travel Arrangements
- Expense Reporting
- Meeting Planning
- Procedure Building
- Vendor Shopping & Research

- Presentation Creation
- Monthly Reporting
- Daily Calls
- Misc. Data Entry
- Posting Jobs to PCR
- Social Media Updates
- Email Management
- Research

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