

To Delegate or Not To Delegate, Why is that Such a Hard Question?

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by Beth Schneider

Excuses, excuses, I have heard them all.

"It is faster if I just do it myself."

"No one does it better than me."

"I don't know what to delegate."

"I can't afford to hire anyone."

Sound familiar? The key to controlling delegation is to establish what tasks are, how they should be completed and what the final outcome looks like BEFORE you assign them to someone.

No more excuses. Here are 6 steps you can take to develop your what, how and final outcome.

#1 What to Give Away and what to Keep

Think about what you directly contribute to the business. Keep those tasks. Anything outside your expertise or easily performed by others . . . give away.

Your Actions:

Make a list of everything you do on a weekly or monthly basis. Determine what is essential to keep and what can be given away.

#2 Create a Plan

To be effective, you have to share exactly what you want done. Maybe, "no one does it better than you" because no one truly understands what you want.

Your Actions:

Create the specific, detailed steps needed to create your desired result. Give those steps along with any files, forms and checklists to the person helping you.

#3 Results and Accountability

Start at the end. Picture what you should be holding when you get those final deliverables. Communicate those expectations. All expectations HAVE to be reasonable, clear and measurable. For example, "complete a minimum of 30 sales calls per week" as opposed to "complete sales calls".

Accountability is not a bad word. If you are not getting results, you and your business suffer.

Your Actions:

Create specific goals, quotas or outcomes. Communicate those expectations. Have consequences for results not being accomplished.

#4 The Right Person

Determine what skill sets your position requires. Ask yourself, what do I really want someone to do? Search for a person that has those skills.

If you need someone to spend tons of time logging information, don't hire someone who can't sit still and chats on the phone all day.

Your Actions:

Look at the tasks being performed. Decide what skill sets are needed. When interviewing,

ask open-ended questions.

#5 Checking In

While watching late night TV, I landed on an infomercial. The product tag line was, "set it and forget it". The same rule does NOT apply to delegation. People are human. They make mistakes and they may even (gasp) drop the ball.

Set specific times to check in. Set a regular appointment time, such as Tuesday at 2pm, or at a specific spot in the process. For example, "after you have called all 50 prospects, come see me."

Checking in allows you to stay in the loop, fix problems, educate the people working with you and be informed.

Your Actions:

Set specific times to check in. Actually check in when you say you will.

#6 Delegate to Technology

Money is tight and you desperately need help, but there is no budget. What do you do? I am constantly amazed at what technology can do. I'm not talking about, no one can figure out how this works stuff. I'm talking about everyday, just push a button, anyone can do this stuff. Finding what works for you could save you hours of time and money.

Your Actions:

Learn some of the more intermediate or advanced features of software you already own. Incorporate it into your day-to-day workflow.

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