

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Worksheet 35: Delegation

Step 1: List what could be delegated

Refer back to your 15-minute review that you carried out in month 16. Where are you spending time that could be used better? Another way to review what could be delegated is to write down everything that you do which is time-consuming. From this list, highlight the tasks where you feel that either there are other people who could carry these out more quickly or more skilfully. Also, highlight the tasks which are not best use of your time.

List the potential tasks that could be delegated

Step 2: Work how much time delegated tasks might take

How much time might the tasks you have listed take? It is important to realise that this does not equal the time you currently take. Some people may be able to carry out some of your administrative tasks quicker than you. In other cases, you may be able to spend your time better on other tasks, but other people may take longer than you to carry out what you want to delegate.

Add weekly or monthly times to your task list

Step 3: List the resources in your company

Think about if there are other people at your company who could carry out any of the tasks on your list better. For instance, are there team members who could manage social media or copywriting better than you? It may be that some of these team members may be better placed to carry out tasks you wish to delegate than what they actually do. So they may need to think of what they could delegate as well.

If you are a one-person company, skip this step but carry on with this assignment.

List the potential team members who could carry out some of your tasks

Step 4: Work out the wins from delegating

What would happen to your working life if you delegated some or all of these tasks? What would you do instead? And how might this affect the company revenues.

For instance, if you could create another four hours a week in your diary what would happen if you dedicated this to new sales? What would the typical rise in business be?

Write down how you would spend your extra time and the extra revenue gained from it

Step 5: Create a budget

Delegating usually requires some more resource. You will typically need extra staff time in-house or to outsource some operations. Many people are often worried about what this will cost. Step 4 gives you the figures to work out a delegation budget. As long as you commit to using your new time profitably, you can allocate some of the revenues to delegation.

Write down a weekly or monthly delegation budget

Step 6: Decide delegation solutions

The first decision about delegating is do you have the available resource within your company to pass on tasks? If you do, then make the most of this. However, in many instances you will need to outsource. I strongly recommend outsourcing to freelancers, rather than employing more staff. It is much easier to reduce your delegation costs if your extra activity does not bring in the revenues you forecast.

If you are outsourcing on a freelance basis, you have three options:

- Outsource to an automated web-based service. This is best used for easy admin tasks that do not require industry or company knowledge: e.g. transcripts, simple design, social media scheduling
- Outsource to a generic, person-based service. This works well for generic services that many companies look for: e.g. book-keeping, SEO and adwords
- Outsource to a specific, skilled freelancer. This works well for more mission-critical tasks: e.g. copy-writing, cold calling for appointments and high-level design

The best place to find suitable suppliers is through your personal network. Remember, that I can often help with recommendations as well.

Write down a delegation solution for each item on your task list

Step 7: Delegate

Now is the time to delegate other people with your task list. It is important to write down exactly what you are expecting them to do, along with deadlines and agreed costs. This avoids misunderstandings on both sides. Also, make sure that both sides understand any commitments and notice periods.

Step 8: Book your new time in your diary

This assignment only works if you make proper use of the time that you have freed up! So enter time slots into your diary or calendar for your new tasks.

Step 9: Share your success!

Spending a little time on this project can make you a lot more efficient and profitable as a person.

Here is your goal for this month:

- Fill in the table at the bottom of this worksheet with five activities that you could delegate
- List how you could spend the extra time created if you delegated these tasks and the revenues you could create
- Create a delegation budget

Next time we are going to cover personal metrics. It is a powerful way to measure results and stay on track.

How did you find this exercise? Please share your results with us at circle@ProfitablePrintRelationships.com If you come across any challenges you will be able to raise them on the monthly group call. If you are a gold member you can ask any questions privately on your exclusive e-mail address.

	Task/activity	Time spent weekly	Delegation solution
1			
2			
3			
4			
5			

