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Delegate tasks and build a system for success

AS A business owner, are you exhausted at the end of the working day?

Are you tired of doing everything yourself? Are your team members unwilling to make decisions, coming to you for even small issues?

The truth is that most business owners who are skilled at almost every task in their company struggle with the one thing that can make a big difference — **delegation**.

It may seem practical to stay lean and mean and do everything yourself.

But you need to realise this is not a formula for growth. Even worse, it is not a formula for enjoying life outside of your business.

If you are the business, it really isn't worth what you think it might be.

When a business can run without the business owner, the value is increased exponentially.

So how do you go about delegating?

First, you have to admit that most business owners are perfectionists, don't really trust staff to make the right decisions, and are unwilling to "give up control".

If this sounds like you, the first thing you need to do is admit that you need to change.

The second thing you will need to do is a time study.

Spend several weeks tracking the things you do every day.

Then rate your activities high, medium or low in terms of the skills required to complete those tasks and the interest you have to complete them.

You then need to start looking at the tasks that require medium-to-low skills and have medium-to-low interest from your perspective.

The third step is to systematise tasks that fall into this category.

This means writing down exactly what it takes to perform each task, then asking someone in your business to carry out each task after reading the description.

If it takes intervention from you to explain how to perform a task, you have not described it in enough detail.

The worker should be able to complete the task without you having to explain it.

Do this with all the tasks you have identified and you are now on your way to developing a "systems manual" for your business.

The fourth thing to do is assign the tasks to individuals within your company, or outsource them to service companies that can do them for you (eg., bookkeeping).

Periodically, track the results to ensure things are done properly.

You are now the "reviewer", not the "doer".

The last area to look at is the decision-making process within your business.

List all the decisions made in your business on a day-to-day basis.

Determine what decisions can be made by other people and give them the criteria to make those decisions.

I call this the "delegation of authority".

You will soon find you have more time on your hands.

What to do now? Go out and market your business!

Meet your clients, find out what more they need and want, make further changes to get them to buy more from you.

You are now working more on your business, rather than in it.

If you would like to learn more about any business issues, contact Paul Henshall, your Bendigo-based Action International business coach, on 5444 8100.

Paul specialises in supporting small and medium-sized businesses in any industry.