



Kestrel Business Assist

Winter 05 Newsletter

Delegation - Friend not Foe!

We on the beautiful North Coast strive to live our “Lifestyle Choice”. Ineffective time management inhibits this goal. A day’s work must be completed, and, especially in a small to medium sized enterprise, who is going to do that work, if not you? Entrepreneurs (that’s what *you* are!) need to learn to delegate as their businesses grow past set-up. Otherwise that business remains a size based on what one person can achieve in an eight hour day. As the business grows, they work longer hours achieving less. Delegation is a way out of this.

Why delegate

- “No one does it as good as me! I may as well do it myself! By the time I show someone how to do the task I could have had it finished”. True. Training may consume time but will reward tenfold.
- Does it matter if someone does it a different way to you? As long as it is consistent, efficient and effective, allow someone else to have ownership of process.
- What happens when you are not there? It may make you feel good that the business can not function without you, but it won’t get your suppliers paid, or keep your customers happy. Don’t be a martyr.
- Ask yourself “What is your time worth? What functions deserves your time?”
- Delegation allows you to complete tasks that are not to the forefront of your mind. This doesn’t mean they are not important, maybe just not necessarily urgent.

Very effective or just very busy?

Tips on Delegating

- Identify issues and tasks that don’t have to be handled exclusively by you. Tag those tasks that suit your skills and those that someone else *may* be able to carry out.
- Employ the best staff you can afford. Hire those with complimentary skills, with delegation of some of your tasks in mind. Rent the skills of a specialist consultant.
- Empower staff to make decisions. You may choose to administer thresholds and limits of authority.
- Prepare and agree on checkpoints for delegated tasks. Don’t wait until the deadline is upon the employee to assess progress. Allow plenty of time for delegated tasks.
- Organise your interruptions. Have staff compile issues that need your guidance and meet you at an agreed time, not constantly through the day as little things come up.

Kestrel Business Assist is ready to help you work through all the delegation and other Time Management and self discipline issues. We believe in a profit driven business that is focused and accountable. Contact us now.