

DON'T ASK THE WRONG PEOPLE TO DO THE RIGHT JOB



Delegating is key to effective leadership.

What I mean is... do not take on a task that could be completed by an employee just as well as, or better than, you. Delegating will free up your time and allow you to complete another important task. If this happens often, you have become a Master-Delegator!

Delegating is not easy. Before deciding to delegate, it's important you know the entire scope of the task and all the capabilities of the person you are asking to complete it.

Delegated tasks completed poorly are taxing on your morale and a waste of your time and energy.

I was talking to a very frustrated business owner yesterday. She had attempted to delegate a particularly important task to several team members, yet none were able to complete it properly.

“An order that can be misunderstood will be misunderstood.”

Napoleon

The business owner in question had a vision of how she wanted her product designed and displayed. She tried to share that vision with her staff. She was not getting through to them no matter how she tried.

They misunderstood her orders.

Her words were not being heard.

Her vision was not being seen.

She failed to give proper orders and she gave the tasks to the wrong people.



The art of delegation

The art of delegation is not an easy study for business owners. Business owners have a vision, but many are obsessively controlling and fastidious about how they want their business to appear to their intended market. Controllers do not let go easily.

The challenge is to master the art of conveying your vision to employees and then to rely upon them to help the business reach its final objectives. You must learn to let go of certain tasks.

"I will do it myself" will cause you to be a servant to your business, not its master.

"A task that can be delegated shall be delegated."

Unknown author

Most employees are not business owners because they do not have the passion, the vision, or the dream. They follow leaders for security, predictability, and low level of risk.

The beauty of entrepreneurship is that if you have an idea, it can become anything you want it to be.

That is your dream.

But sharing your dream is an art form, not a science.

I have bad news: You are going to have to carry it most of the way to the finish line before you can delegate. It will get easier one day, but rarely in the early years.

Pushing a rock uphill is how most entrepreneurs see themselves at one time – or most of the time.

Some days the rock goes uphill.

Some days it rolls back down, and you start again.

Today – as I write, I am pushing a rock up the hill and making some progress.

Thanks for your support.

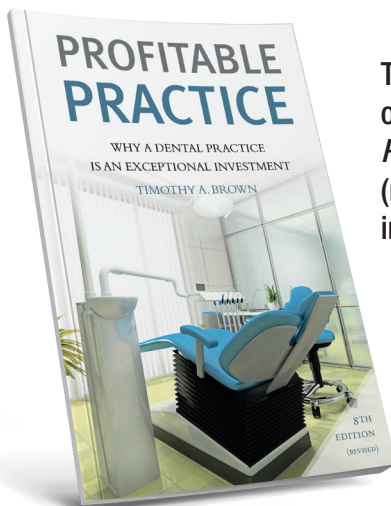
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Written by:



Timothy A. Brown,
FRI, CEO & Broker of
Record



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