

How to Delegate – And Why We Don't

What do you wish you had more time to do?

Spend more time with people you care about?

Write a book? Go back to school? Exercise? Sleep?

To find some of that time, let's take a new look at how we spend our time and what we can delegate.



In our recent survey, “work-life management” was the second-highest challenge for almost everyone. So, let's take a new look at how we spend our time and how we can delegate and free up our time.

1. Make a list of your tasks:

- Things to think about and categorize: What is your “genius”? What do you do really well? What is your special skill (you may have more than one)? What do people turn you for? What do you do easily? What do you enjoy? What do people pay you to do? What do your bio and/or résumé say is your expertise?
- What are the things that only you can do? These might be: client meetings, or public speaking or attending conferences, writing white papers, or working on client strategies, for example.
- What do you put off doing? What do you wish you didn't have to do? What needs to be done?

“You need to develop ways to get greater returns on the investment of your time.”

*Claire Shipman, Katty Kay in
Womenomics*

2. Log your time for a week: Include everything: sleep, Facebook, Twitter, other social media, exercise, socializing, commuting, watching TV or movies, doing webinars, attending work-related events, reading, eating...everything.

3. To make more time, here's a way to think about what to delegate and to whom:

- Prioritize the tasks in your list. How important is it that you do the task? Which tasks earn you the most money? Which tasks help your brand? (scale of 1-10)
- Which tasks can you have someone else do under your supervision? Which tasks can you automate? Outsource?
- List who you can delegate those tasks to, the cost and any potential quality or other issues.

4. Now for the uncomfortable part: Why are you not delegating?

- Why haven't you delegated or outsourced this stuff already? Do you think no one else can do it to your standards? Every choice we make has a payoff.
- Are you concerned it will cost too much? Find out the costs and weigh them again how much you could generate with that time.
- What are you avoiding by *not* maximizing your time better?

Identify your core genius, then delegate completely to free up more time to focus on what you love to do."

Jack Canfield, Success Coach in The Success Principles

5. Create a spreadsheet of the lists in #1 and #2:

Tasks that others can do and potential helpers (e.g., personal or virtual assistant, freelancers, outside firms, staff, family, or an outside service).

6. When will you delegate it? Add a date and time to the spreadsheet and commit to when you'll delegate it.

Get out of your own way. Don't let perfection and a need for control keep you from delegating to maximize your time.

To explore career coaching support, please contact Joan Michelson via [LinkedIn](#), [Twitter @joanmichelson](#), or on our [website](#).