

Delegate TO Elevate

OUTSOURCING MADE EASY



“The key to achieving your biggest goals and dreams isn't doing more, but rather surrounding yourself with the right 'whos' - people who can help you achieve those goals faster and more efficiently than you ever could on your own.”

- Dan Sullivan

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DELEGATE TO ELEVATE

Embracing delegation as a growth strategy requires trust, communication, and a willingness to let go.

It means surrounding yourself with a talented team of individuals who share your vision and values, and empowering them to take ownership of their roles and responsibilities.

By fostering a culture of collaboration, accountability, and continuous improvement, you can create a self-sustaining system that frees you up to focus on the big picture and drive your organisation forward.

Remember, delegation is not a one-time event, but an ongoing process of growth and development for both you and your team.

10 BENEFITS TO EFFECTIVE DELEGATION

1. Optimises time management and allows you to focus on strategic, high-impact activities
2. Enhances productivity, efficiency, and quality of work by leveraging the skills and expertise of the right Who's
3. Accelerates project completion, goal achievement, and organisational growth
4. Reduces stress, burnout, and bottlenecks while improving your work-life balance
5. Encourages creativity, innovation, and diverse problem-solving approaches
6. Builds trust, strengthens relationships, and promotes a culture of collaboration and shared success
7. Enhances risk management and ensures continuity in case of absence or turnover
8. Enables your organisation to scale and grow more efficiently and effectively

IDENTIFYING WHAT TO DELEGATE

STEP 1: YOUR TASKS

Use the following matrix (based on the [EOS Delegate to Elevate](#) tool) to list all tasks you are:

- currently doing
- should be doing but don't have time for

Love/Great (zone of genius)	Like/Good
Don't Like/Good	Don't Like/Not Good

STEP 2: YOUR ZONE OF GENIUS

Your goal is to be spending 80% of your time working in your zone of genius, tasks and projects you love and are great at.

With a priority being tasks you *don't like and are not good at*, identify which tasks in that box can be:

1. Automated
2. Delegated
3. Systemised
4. Eliminated

This then guides your brief when you hand the task to your Who.



ACTION: ELEVATE YOUR TIME

1. Estimate the time this box of tasks takes you to do each month.
2. Now block this time out in your calendar (and protect it at all costs!). This is now time you use to elevate what you do.

FINDING THE RIGHT WHO

Finding the right "who" makes everything else easy.

As described in the book "Who Not How," the key is to look for experts who have the skills, experience, and motivation to complete the tasks you need to delegate.

Start by clearly defining the task and the desired outcome, then consider who within your network or organisation has the necessary capabilities and bandwidth to take it on. Don't be afraid to look outside your immediate circle or industry for experts or specialists who can bring fresh perspectives and innovative solutions to the table.

When evaluating potential candidates, use the **EOS GWC (Get it, Want it, Capacity to do it) framework** to ensure they have the right combination of understanding, desire, and ability to execute the task successfully. Remember, finding the right "who" is not just about delegating tasks, but about building a team of trusted collaborators who can help you achieve your goals faster with better outcomes.

*Note: finding the right "who" is very much a management role. If you're truly transforming into a leadership or visionary role a **virtual business manager** could be an option worth exploring.*



ACTION: CREATE A DREAM TEAM LIST

Take 10 minutes to brainstorm a list of people who could potentially help you achieve your goals faster and more efficiently. Consider their skills, experience, and connections, and jot down how they could contribute to your success. Keep this list handy and refer to it whenever you need to delegate a task or project. By having a go-to roster of trusted collaborators, you'll be able to quickly identify the right "who" for each situation and start building your dream team of support.

HOW TO DELEGATE EFFECTIVELY

When **delegating projects** we suggest using a [project brief form](#) to clearly outline:

- Expectations
- Outcomes
- Milestones
- Resources

Strategic Coach have a [free Impact Filter template](#) which we find invaluable for:

- Getting clarity on outcomes
- Communicating the impact of this project on your organisation
- Ensuring your Who's are on the same page

When **delegating tasks** you can either:

- Create a procedure ([SOP template](#) you're welcome to copy) to share with your Who.
- Record your screen the next (last!) time you do this task, using a tool such as [Scribe](#) or [Vimeo](#). Your Who can then write this up as a procedure and send it to you for approval.
- Assign the task using your project management tool or email (again asking your Who to document as an SOP if this task is repeatable).
- Sit down or zoom with your Who and go through the task together. This is an effective way to batch delegation.
- Use a dedicated process tool such as:
 - [Process Street](#)
 - [Process Kit](#)

DOS AND DON'TS OF DELEGATION

Do

- Clearly define tasks and expectations
- Choose the right person for the job
- Provide necessary resources and support
- Set clear deadlines and milestones
- Trust your team and give them autonomy
- Communicate regularly and provide feedback
- Recognise and reward good work
- Use delegation as a tool for growth and development

Don't

- Micromanage or hover over delegated tasks
- Delegate without providing context or guidance
- Assume everyone has the same skills or working style
- Delegate tasks you're not willing to do yourself
- Overload team members with too many delegated tasks
- Neglect to follow up or provide feedback
- Take credit for the work of others
- View delegation as a way to avoid responsibility

Effective, easy delegation is a skill that requires practice, patience, and open communication. By following these dos and don'ts, you can create a positive and productive experience for both yourself and your team.



ACTION: START WITH ONE TASK

Identify one task or project that you've identified to delegate and follow these steps:

1. Clearly define the task and desired outcome,
2. Identify the right person for the job,
3. Provide context and resources,
4. Establish a timeline for check-ins, and
5. Trust your Who to complete the task with your guidance and feedback.

By starting with just one task, you can build your confidence and comfort level with delegation while establishing a process that you can replicate for future tasks and projects.

ELEVATE YOUR RESULTS

What to do with your newfound time?! This is something we see with our VBM clients who suddenly find themselves no longer in the weeds but with time on their hands.

Here's a list of high-impact activities you can focus on in addition to the tasks you've identified as your zone of genius:

- Strategic planning and goal setting
- Building and maintaining key relationships
- Identifying and pursuing new opportunities
- Developing and coaching team members
- Driving innovation and continuous improvement
- Representing your organisation externally
- Focusing on personal growth and development
- Analysing key metrics and making data-driven decisions
- Cultivating company culture and values
- Addressing high-level challenges and opportunities

By focusing on these high-impact activities, you can leverage your unique skills and expertise to drive your organisation forward.



ACTION: YOUR "IDEAL DAY"

The "Ideal Day" Visioning Exercise

- Take 15 minutes to imagine and write down your ideal workday.
- What activities would you spend most of your time on? What would you delegate or eliminate?
- Use this vision as a guide to identify the activities that are most meaningful and impactful to you.
- Communicate this "Ideal Day" to your Whos so they can help you start to block these out on your calendar.

TROUBLESHOOTING THE WRONG WHO

I'm having trouble getting what I want from my virtual assistant. Think I've hired all wrong and feel like I'm being a shitty boss!

If you're working with an agency the quickest solution is to escalate the issue to their leadership.

If your VA is a freelancer working directly with you here's some solutions we've seen work (which we use internally):

- Always use a template like the [Impact Filter](#) to clearly communicate your expectations and outcomes. This also gives you a document to refer back to if you're having problems.
- Be careful to outsource within your VA's capabilities. The issue could be that you have the [right person in the wrong seat](#).
- Is this a people issue or a process issue? Strong systems and procedures will eliminate confusion.
- Sit down and have a difficult conversation. Be honest, take the emotion out of it, list all the issues (on both sides) and work through them. Another EOS tool we suggest here is the [Issues Solving Track](#).
- Is your VA the right Who? Your VA's ultimate objective is to give you your time back, if this isn't happening then it could be time to rehire.

CONCLUSION

In the words of Dan Sullivan, *"The ability to delegate is the single most important skill that an entrepreneur or business owner can develop."* By mastering the art of delegation, you can unlock your full potential and achieve extraordinary results in both your personal and professional life.

Remember, delegation is a muscle that requires consistent practice and development over time. Start small by identifying one task or project that you can delegate today, and gradually build your confidence and comfort level with each successful delegation experience.

As you continue on your delegation journey, keep in mind the words of Grant Cardone, author of "The 10X Rule": *"Success is not about doing more, it's about becoming more."* By delegating effectively, you free yourself up to focus on the high-impact activities that truly move the needle and allow you to become the leader you were meant to be.

By embracing delegation as a key leadership skill and committing to ongoing learning and development, you'll be well on your way to achieving the extraordinary results you desire. So start small, build your delegation muscles, and watch as your impact and influence grow beyond what you ever thought possible.

Finally, if you're looking for a dream team of pretty special Whos, we may know some! [Book a 15 minute chat](#) with Justine to discuss what you need in order to elevate your time.

A close-up photograph of a person's hands. The left hand holds a silver smartphone, and the right hand holds a white disposable coffee cup with a black lid. The background is blurred, showing warm, bokeh light spots.

CONTACT INFORMATION

"Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life."

~ Amy Poehler

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