

# DELEGATE LIKE A PRO - THE IMPACTIVE WAY



## Let's face it – you can only do so much by yourself. At some point, you run out of time!

The way to really grow your business is to stay in your **Zone of Genius**, doing the work that you excel at, and moving the rest off your to-do list.

After all, when you try to do **EVERYTHING**, something suffers. Your family, your health, your friendships, your business, your hobbies . . .

But, doing only the work you love and staying in your **Zone of Genius** can be challenging – there really IS a lot of work to get done!

In short, the key is to master the skill of effectively delegating.

In my work with busy, successful business owners for over fifteen years, here's what I know: Delegating can be seen as a very BAD WORD!

When I share with clients that one of the key strategies we are going to work with is delegating, I can get eyerolls and sighs, followed by one of these objections:

- "I've tried delegating in the past and it didn't work. By the time I teach someone how to do it, it would have been quicker just to do it myself."
- "Great idea, Lisa, but I don't have anyone to delegate to."
- "My business is small – I just don't have the budget to delegate."
- "I built this business. It's my baby. I can't have someone coming in and messing it all up. How do I know the person I delegate to is actually going to do it right?"
- "The more I delegate, the more questions I have to answer. I can't get my own work done. I got more accomplished when I had fewer employees."

But here's the deal. Delegating is a skill. And as with any skill, with knowledge and practice and you can master it.

In this report, I'll share with you the process I use with all my clients.

**Get ready to Delegate Like a Pro – The Impactive Way!**