

# 10 TIPS ON: DELEGATING

Richard Branson bases his enormous success in large part to his ability to delegate. "If you want to grow as an entrepreneur, you've got to learn to delegate." It's easier said than done, especially for successful people who know that they can get things done themselves. At the end of the day you are still accountable for the outcomes of the business so why give up the authority? Letting go is essential, not only for you in terms of time management and saving money but also for your team to grow and become a more experienced and effective individuals.

1. **What to delegate** – The first thing to do is to analyse what tasks you are doing. List all the tasks you are doing and work out which are the really high value tasks? Start by delegating tasks that give you more time to spend on high value activities like meeting with potential clients, and less time organising the Christmas party.
2. **Get the right person for the job** – The success of your delegation will depend on selecting the right person for each job. Take into account employees' skills and experience along with their current workload. Make sure you get the right fit.
3. **Be S.M.A.R.T.** – A simple but effective rule for delegation is the SMART acronym. Tasks should be: Specific, Measurable, Agreed, Realistic and Timed. It's important that everything is clear and documented.
4. **Share the power** – Give people the authority to complete the task. You should be interested in the outcome only, the process should be handed over. You may need to give access to company funds or high-level information but without the authority, there could be many obstacles standing in the way of getting the outcome you want.
5. **Be their coach** – It is very important to monitor and give feedback on progress but don't interfere beyond what has been agreed. It's far better to make yourself available than to try to micromanage. Let people know when the best time to get in contact is and make yourself genuinely available to support the project, allowing them to draw on your experience and expertise.
6. **Credit where credit's due** – Acknowledge those that have been involved in a successful project rather than basking in the glory yourself. Giving public credit can be a big motivation and shows an example for others. When things go wrong, withhold blame. Instead take the opportunity to debrief the process and learn from the mistakes.

7. **Look outside** – Sometime it makes more sense to get someone from outside the company to perform a specific task. Outsourcing can be a great way to get experts in certain fields to do professional standard jobs quickly. With freelancers all over the world offering services online, you might that you save not only time but money as well.
8. **We're better than you think** – Remember not to underestimate your team and their potential. Delegating a little more than you think someone can deal with will often leave you pleasantly surprised by the results. Expect other people to succeed, goals and indicators can be changed as they go, but give them a chance to show what they are capable of.
9. **You might just learn something** – Delegating can open your mind to new ideas and ways of doing things. Just because you have been doing something well for a number of years doesn't mean there isn't a better way of doing it. When someone tackles a problem for the first time they see it with fresh eyes.
10. **This is what we do** – Delegate often and consistently, not just when you are busy or don't what to undertake unpleasant tasks. Make delegation and shared authority part of the culture of the business and you will have empowered, motivated and more experienced employees, capable of more than you imagined.