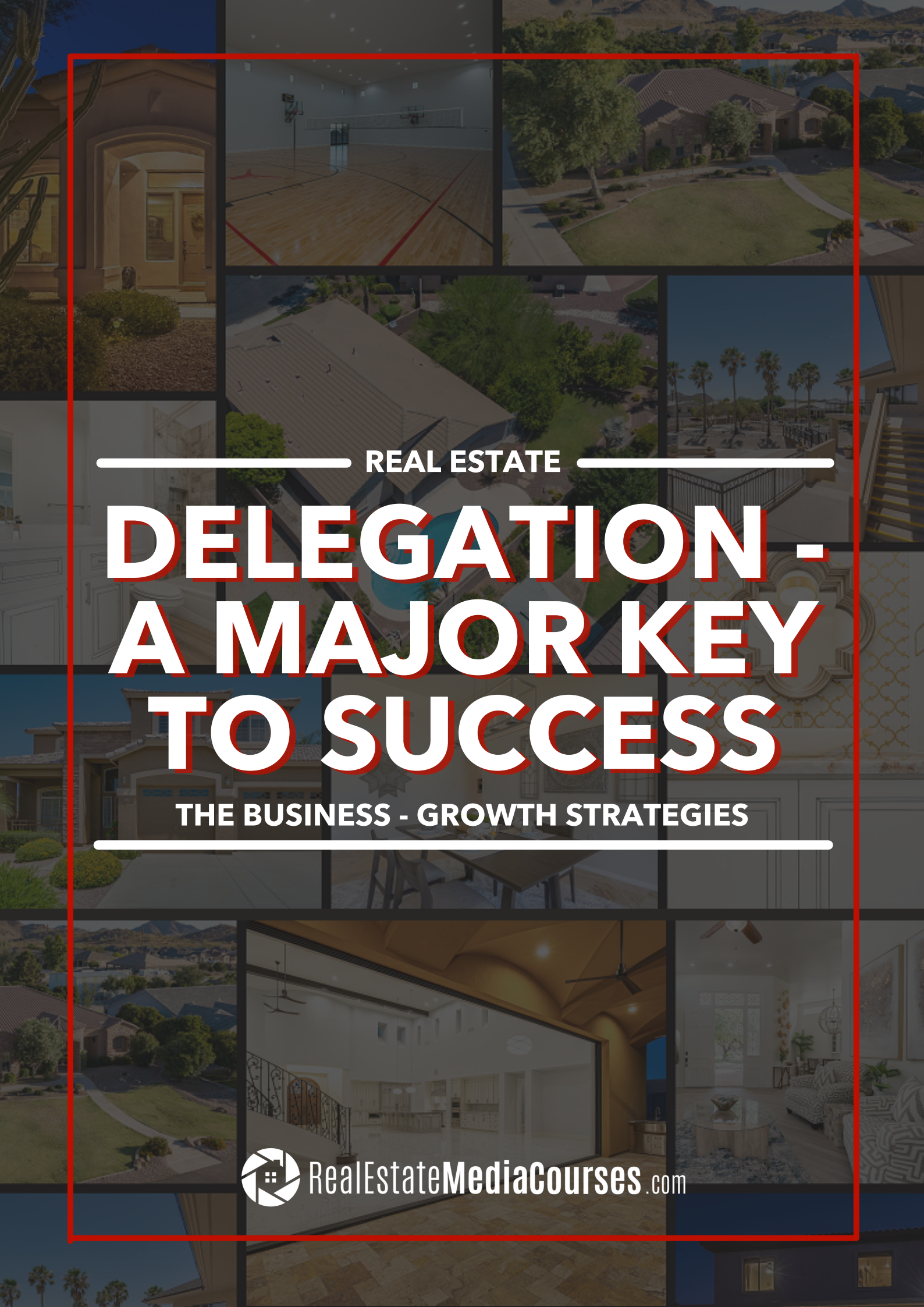




REAL ESTATE

DELEGATION - A MAJOR KEY TO SUCCESS

THE BUSINESS - GROWTH STRATEGIES

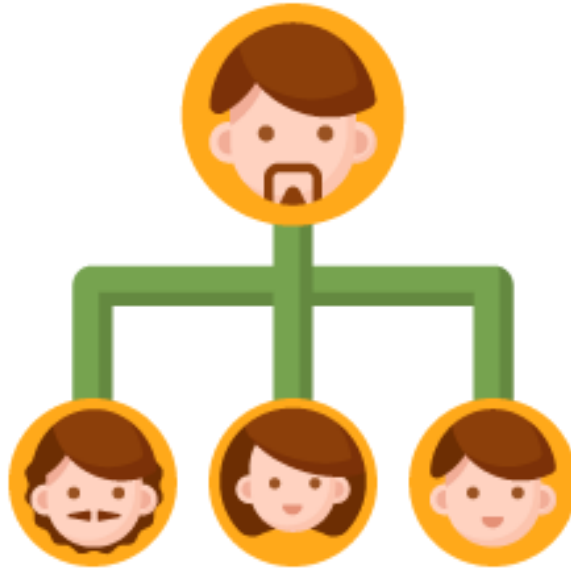


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DELEGATION TIPS

GROWTH STRATEGIES

In this guide, I want to talk about freeing up your time by delegating. One thing that has helped free up my time and focus on important business priorities is delegation. My eyes were opened up to the possibilities when we started using Upwork in 2018.



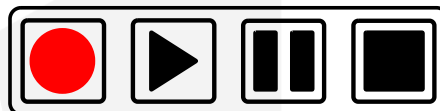
1 | UPWORK

I've always delegated to other team members, but Upwork took it to another level. There were many day-to-day tasks that I was doing just because that is what I always did. So I started looking myself in the mirror and asking if these were tasks that I really had to do. If the answer was no, then I worked on delegating it.

SCREEN RECORDING

The fastest and easiest way to delegate tasks on Upwork and to other team members, for that matter, is with screen recordings. First, I explain and demonstrate the task, and then I send it over. Then, if they didn't do it correctly or needed some feedback, I would do additional screen recordings until they had that task mastered.

Even if we delegate a task to multiple people like photo editing, training one individual and having that person train additional people has helped. Also, with the screen recordings, the new hires can refer back to the ones we've already created instead of starting over from scratch.



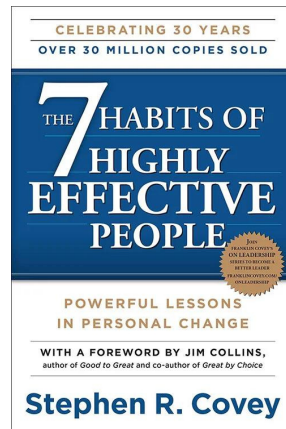
2 | SPEND TIME ON IMPORTANT THINGS

At this point from business perspective, I spent most of my time focused on important but not urgent tasks, like business growth and team member development. I don't spend much time on the day-to-day operation, other than giving leaders feedback and following up with initiatives that we're working on.

SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

I try to spend as much time as possible in the important but not urgent quadrant of the business. This is something that I learned years ago from the book "Seven Habits of Highly Effective People."

Different activities will fall under other quadrants. These four quadrants are important and urgent, important and not urgent, not important and urgent, and not important and not urgent. There are times where I have to deal with important and urgent tasks, but I try to keep those to a minimum as I spend more time on the important but not urgent tasks. I do seem to deal with less urgent tasks.



ASK YOURSELF

At the end of the day, you need to look at what your time is worth and look at the activities you're spending your time on and ask yourself, Is this a task that somebody else should be doing?

A lot of times, that answer is going to be yes. It may take more time initially to train somebody up versus doing the task yourself. But as you spend time delegating, it will save you a lot of time in the long run and allow you to focus on other business priorities.

I attribute delegation as one of the primary keys to our business success here at ListerPros. If I didn't delegate, it would be hard to run the organization that we have today. So these are my thoughts on how you can free up your time with delegation.

