

# *Business Owner's 5-Step Guide to Getting Out of Your Own Way and Focusing on the Work That Really Matters*

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## **1. FOR EACH AREA OF YOUR BUSINESS, RATE THE CURRENT EFFECTIVENESS ON A SCALE OF 1 TO 10.**

THINK IN BUCKETS SUCH AS MARKETING, SALES, FINANCIAL, CUSTOMER SUPPORT, FULFILLMENT, ETC.

## **2. IDENTIFY YOUR HIGHEST PRIORITY AREAS.**

CONSIDER IMPACT TO REVENUE, LEGAL AND FINANCIAL OBLIGATIONS, SERVICE/ORDER FULFILLMENT, ETC.

## **3. IDENTIFY THE ACTIVITIES YOU NEED TO KEEP AND THE ACTIVITIES YOU CAN (SHOULD) DELEGATE.**

CONSIDER WHAT YOU DO WELL, WHAT YOU DO NOT DO WELL, WHAT YOU WANT TO DO, AND WHAT YOU DO NOT WANT TO DO.

## **4. FOR THE ACTIVITIES YOU WILL DELEGATE, DOCUMENT YOUR DESIRED PROCESS & RELATED EXPECTATIONS.**

TO DETERMINE LEVEL OF DETAIL, CONSIDER YOUR LEVEL OF EXPERTISE IN THAT SPECIFIC AREA.

## **5. DELEGATE AND TRAIN A CURRENT TEAM MEMBER OR HIRE TO FILL FOR YOUR SPECIFIC NEEDS.**

KNOWING THE DETAILS OF WHAT YOU NEED TO DELEGATE MAKES DELEGATING AND HIRING EASIER.

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