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Make 10X More, Work 50% Less...

# DELEGATE TO PEOPLE SMARTER THAN YOU

## Hire Professionals and Maximize Their Potential

If you really want to delegate some of your workload to employees, the first thing you have to do is make sure you're hiring professionals you can trust to literally handle your business.

## Know What You're Looking For

When you're looking to recruit some fresh talent to add to your team, it's important not to wing it. After all, the addition of a new team member requires a big investment of time in terms of onboarding, working toward brand familiarity, training, and achieving good workflow.

All that effort is exponentially valuable if, and only IF, the person is a good fit for the culture and vision of your company. Clearly define who you're looking for before you pursue any candidates interested in filling the position. Have a firm understanding of individuals' professional backgrounds. This will help you to hire the right people for the job and to delegate the right projects to the right people.

You want this to be a solid fit that will stand the test of time and prove a lucrative business move for the growth of your company. What skills should the ideal candidate possess? What educational background is required to fulfill the expectations of the position? What kind of personality are you searching for? How much time are you willing to invest in training this person?

## Consider Your Budget

We all want top-shelf employees who require little training and leave little room for error, but we can't always afford to pay top-shelf salaries, especially if we're running startups that are thriving on limited funding.

Be sure you're capable of retaining the employees you hire by paying them competitively, according to their level of expertise. The most important thing about hiring is striking a balance between the benefits of a seasoned pro -- credibility, confidence, and greater independence, just to name a few -- with your budget.

You want to get the most professional, most talented, most mind-blowing team you can organize with the payroll capacity you're working with. That's why it's so important to know exactly what tangible and intangible qualities you're seeking from a qualified candidate. It's the intangibles that will separate two equally professional candidates who look great on paper.

## Train Your Eye to Spot Growth Potential

When screening candidates for employment, be mindful of their potential for growth. First of all, some of the most brilliant minds alive are those who had innovative ideas that didn't fit into the cookie-cutter structure of the formal school system, and there are plenty of professionals out there with the kind of experience and expertise you're looking for who learned what they know from sources other than traditional education. Keep an eye out for good critical thinkers, problem solvers, and fast learners. These people often prove to be the most valuable to a business. If you spot these key indicators of potential in someone who is qualified for the job, hire them immediately.

The point is that you're looking for qualified, seasoned pros, but you might need to be flexible on some of those tangible resume lines in exchange for extra work ethic, experience, or creativity.

The second reason you'll want to train your eye to spot potential growth is because no matter how amazing the professional you're hiring to do the job, you will still need someone willing to grow, learn, and adapt.

Every job presents employees with new challenges and opportunities, and you're looking for a go-getter who is going to thrive in that kind of environment. A professional who knows and shows they still have room to grow is always the better bet over a professional who thinks they've already learned all they need to know.

## Think Personality Plus

Think personality plus when hiring. It's true that you want people who know what they're doing and who have education and experience in the kind of work they will be doing with you, but remember that who folks are on paper and who they are in real life can be vastly different.

Hire people based on the "personality plus" system; they should be the kind of person who will fit into your office culture, support your vision, and be enthusiastic, eager learners who want to grow alongside your company first and foremost (you know, those "intangible" things). Once you've confirmed their personality suits your needs, then you can hone in on the tangible skills and credentials you're looking for.

We're not saying you hire any average Joe off the street because he seems like a guy with a work ethic, but we also don't mean that you should bring in the latest valedictorian or "it-kid" of your industry because their CV is to die for. You want professionals who can offer you as much of what you're looking for in both the intangible and tangible spheres, who are going to be ok stepping outside their comfort zone, and who have a "whatever it takes" kind of attitude.

# Empower Your Employees

Your life won't get any easier unless you are able to grow your business with a team of professionals you can trust and start working overtime toward the same vision.

## DELEGATION INVOLVES:

- 1 Setting clear goals for the project and providing examples of what you are trying to achieve, including an estimated timeline for completion of the project.
- 2 Having employees summarize those goals to ensure everyone is on the same page and asking the right questions.
- 3 Providing freedom so your employees can use their own expertise to achieve team objectives. Once you have delegated, never take back the projects just because you think you can do faster or better; instead, work with your team and use any snags as a learning opportunity.
- 4 Remaining available as a resource to address questions and concerns, serve as a guide and mentor, and keep your team on track to accomplish goals.
- 5 Providing feedback to employees regarding their performance, as well as guiding your creative vision as it manifests.

## Expect Solutions

As long as you've mastered defining clear goals for your team, your workplace culture should reflect a system of coming to you with solutions instead of questions. "Boss, what should I do?" shouldn't fly in most scenarios. Instead, employees should come armed with a quick rundown of what's going on and an idea or two about how they would like to address the situation.

They should be seeking a confirmation from you that their next move is appropriate, not looking for step-by-step directions.

# SIMPLIFY YOUR CURRENT OPERATIONS

## Effective Communication is Your Life Force

Communication is key, and if you're not communicating clearly and effectively, even simple tasks are going to get clouded and chaotic. Achieving simplicity is often as easy as providing clear direction on a project objective and vision from the time it is assigned.

Doing so eliminates the relentless back and forth and abundance of questions that ensues when essential clarity and communication are put on the back burner. Seems like a no-brainer, right?

Well, this so-called simple tactic is one of the biggest obstacles leaders face when learning to delegate effectively, and that's because the little, everyday things are so easily overlooked.

Communicate with clarity, and not only will your employees be armed with the information they need to tackle the job with confidence, but the need you may have once felt to micromanage will also dissolve before your very eyes.

## Organize! Organize! Organize!

Organization and simplicity go hand-in-hand. When applied to any situation, organization (or lack thereof) has the very real potential to make or break a project.

Ever find your internal dialogue inquiring, "Where is that document? Whose turn is it to apply their effort next?"

If only you had organized your product from start to finish, maybe things would have run more smoothly! Organize documents into folders, outline your workflow process on projects that involve collaboration among team members, input due dates and milestones into project management tools, and train your team to update the project status and tag the next team member in line when they've fulfilled their responsibilities.

A little organization pays off when it comes to outcome. Never neglect the organization of your workflow.

# Plan Like Your Life Depends on It

It has been said that every minute you spend planning saves you ten minutes in execution, and whoever coined the phrase is SO right.

When you're already busy, it's only natural to default to survival mode, just plowing through as much work as you possibly can, thinking to yourself, "I don't have time to plan right now; I'll just get caught up and plan next time."

While this is possible sometimes, if you're an entrepreneur with an already packed schedule, chances are you're never going to hit the bottom of your to-do list. There are always going to be tasks that demand your time; that's a guarantee. It's important to prioritize planning, or you will never have the time to do it.

Block out a portion of your day to plan for the day ahead; if you're planning for your team, schedule a meeting with your project managers to better understand their needs, and then block some time each week to make sure their needs are met so seamless project completion is an attainable goal. All the pros are planning, and you should be, too!

# PRACTICE SIMPLE SKILLS

## Set a Solid Foundation by Mastering the Basics

Remember when you were a kid and you learned to add first, then subtract, then multiply, then divide? In fact, we all learned the fundamental principles of mathematics in more or less the very same order.

Why is that? Well, you probably didn't realize it when Mrs. Jones was hammering away with that white stick of chalk all over that squeaky chalkboard (gosh, I'm showing my age), but there was a method to all of that mathematical madness.

Big skills build upon smaller skills, and as such, our expert-level business prowess would never amount to anything without retention of the simple but essential fundamental skills we learned upon debuting in the business world.

## It's Easy to Overlook Fundamentals - Don't.

As we climb the entrepreneurial ladder and develop executive-level capabilities, it's not uncommon for our success to cloud our memory of where we came from.

People who lose sight of their roots lose sight of the essential skills they need to mentor new and lower-level employees, and I think we can all agree that improperly trained employees will NOT prove conducive to the goal of working less and making more.

Keep your perspective and prioritize solidifying the simple skill sets of your staff; it will pay off in the long-term.

## Stay Current on Your Simple Skill Set.

This might seem silly, but what was once a simple skill set may not seem so simple as the years pass and you neglect to stay current on them.

Skill sets, just like apps and computer programs, change and update, so it's up to YOU to stay current on the most modern advancements that have been implemented into the once familiar simple skill sets you used to possess.

Don't believe me? Look at how email has evolved over the years. Still not sold? How has scheduling and holding meetings changed? Right. Stay current on your simple skill sets. Period.

# PERFORMANCE MANAGEMENT

## Conduct Quarterly Performance Reviews,

Performance reviews are a great metric for assessing the performance of your staff. Not only does it serve as a form of accountability, but it can also work as an incentive for them to push themselves to attain growth and higher productivity.

Want to make your staff look forward to their performance reviews? Create a bonus structure that rewards high-performing members of your team.

Not only will they look forward to performance reviews, these essential meetings will also allow you to keep records of each individual's growth and progress over time, which is a great tool for reflecting on your OWN performance as a leader.

## Hold Daily Stand-Up Meetings.

Hold daily what, you say? Stand-up meetings. Stand-up meetings are all-hands-on-deck daily meetings that are -- you guessed it -- often done standing up.

Designed to allow everyone the opportunity to vocalize what they are currently working on, request clarity on any projects they're feeling blocked on, and give updates on project progression regarding upcoming deadlines and deliveries, stand-up meetings are a fantastic way to keep everybody in the loop.

Make sure you have an effective way to share the inner workings of collaborating teams and give heads up about what your team should have on their radar and what incoming responsibilities may be.

## Set Up an Accountability Protocol.

Some might view this as harsh, demeaning, or an excuse to micromanage, but it all depends on how you go about implementing your company's accountability protocol. You can create a sense of accountability without invading your staff's workflow unnecessarily or interfering with their rhythm.

And don't worry about them trusting you any less; if you're a great boss and they enjoy their work, a little accountability structure will serve as a way to display accomplishments and give an overall representation of their progress and productivity.

Brownie points for the team! Who doesn't love that? For those falling short, don't view the accountability protocol as a way to punish; rather, view it as an opportunity to reach out and offer mentorship in those areas in which the employee might be experiencing difficulty.

# SCHEDULE VS. FITTING-IT-IN PHILOSOPHY

## Schedule Everything You Want To Do.

When we schedule tasks, they become priority. If we don't schedule tasks, we're neglecting to make the time necessary to complete them, which easily translates to them being put on the back burner and ultimately forgotten.

Scheduling brings the necessity of task completion to the forefront of our minds. Scheduling ensures we're managing our time appropriately to be able to accommodate our most important tasks - those that are of the highest value and warrant priority over other, less lucrative tasks.

Not only will you accomplish more of what you need to do each day, you'll also become more efficient and productive as you get comfortable with your scheduled routine.

## Get Stuff Done: Stop Trying to Fit Tasks In.

If you maintain an "I'll get to it when I get to it" or, "I'll get it done somehow" mentality, you're never going to get it done. The lack of prioritization and belief that you're a modern day business superman capable of performing other-worldly acts of wonder to cram an entire list of to-do's at the end of your day is not going to help you reach your goal of scaling your business to make you more money and require less investment of your time. If you're rocking this attitude, stop now.

Leave it and never look back. Vow to start scheduling NOW, so you can save yourself a lot of time and money in the future.

## Get Rid of Your Failure Mindset and Adopt a No-Excuse Mindset.

Spoiler alert: failure mindsets NEVER pan out the way you want them to. If you want to get rich and live a life of leisure, adopting a failure mindset is the last thing you want to do.

When you adopt the mindset that it is acceptable to just fit in tasks where you can, chances are you'll never get them done (and if you do, you won't have done so in a timely or efficient manner). Scheduling your tasks creates a no-excuse mindset - a winner's mindset.

The most successful individuals use scheduling to stay on track with completion of prioritized tasks, which doubles as an accountability tool. I'm really trying to drive the point home, here. Schedule. Your. Days.

# A REAL SENSE OF URGENCY

## Know What Causes a False Sense of Urgency and How to Fix It.

People create a false sense of urgency when they're facing mental hang-ups and lack the knowledge necessary to get the job done. This leads people to make believe that a task is either less important than it is, or more important than it is through exaggeration.

This tactic fools others, and often winds up fooling the fooler, too. It's crucial to eliminate this default way of thinking from your professional life and business. If you're feeling overwhelmed and displaying avoidance behavior, ask yourself why you're responding in that way. Are you feeling incapable of task completion?

Are you in need of additional training or mentorship? Learn to recognize why you default to avoidance strategies and strive for solutions to mitigate those feelings and drive you to task completion and a better overall level of comprehension.

## Create Urgency for Actions Relevant to the Task.

If the house is burning down around you and it's certain you'll die if you don't leave immediately, there is clearly a present and very real sense of urgency.

Likewise, if you're running a business and you've got time-sensitive tasks that will either MAKE you a bunch of money or LOSE you a bunch of money if you don't meet the deadline, it makes logical sense that you're going to need to create a sense of urgency around completing that task by the deadline.

## Strategize to Create a Real Sense of Urgency For Your Team.

Should you run around yelling "FIRE!" every time your team is in need of a massive adrenaline rush to drive a task to completion in record time?

That might be effective, at least once or twice (kidding... it's not). A better strategy is to exercise transparency when discussing priorities with your team. In order to make progress where it counts, it's important to discuss the benefits and risks associated with how you prioritize each project.

If you complete a bunch of tasks that aren't generating sufficient income while neglecting projects that are most crucial to the livelihood of your business, you're going to be in really bad shape, struggling to cover operational costs.

Creating a sense of urgency around projects that sustain your business and effectively sharing that urgency with your team will keep you all working toward a common goal and will ensure the longevity of your business.

# CONTINUAL INNOVATION VS. OPTIMIZATION

## You've Not Yet Arrived and You Never Will.

The best advice I can give anyone looking to sustain and grow their business, allowing the opportunity to scale and acquire more money and freedom than they ever thought possible, is to remain humble.

Never allow yourself to believe you've accomplished all there is to accomplish, or that you're perfect and have nothing left to learn. This mentality will destroy you and render your business irrelevant over time. They said the Titanic was unsinkable, and just look how that turned out. Always keep looking for ways to improve.

## Stay A Step Ahead of Your Competitors, Known and Unknown.

Pro tip: don't focus on what your competition is doing; focus on what they're NOT doing. The key isn't to deliver something that has already been created. The key isn't to deliver a better version of something that has already been created. The true key to success is to deliver something brand new to your audience - something your competitors haven't thought of yet and something your audience needs or will need in the near future.

You don't need to be clairvoyant to rock this strategy; all you have to do is be extra observant and block out some creative time to brainstorm how you can bring something to the table your audience doesn't even know they need yet.

## Optimization is Dead.

Webster defines optimization as, "an act, process, or methodology of making something as fully perfect, functional, or effective as possible."

Sounds great, right? Well it is, but only in part. Growth in any form is valuable, but here's the thing: if I perfect the art of letter-writing, but never jump on the email bandwagon, how will my business keep up with current industry operational trends?

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will my business keep up with current industry operational trends? The short answer is that it won't. That's why innovation is SO important. Innovation is defined as, "the introduction of something new."

If you're constantly delivering something new to your audience, something that is tailored to their needs as they evolve, you're always going to have a strong base of loyal consumers who are eagerly waiting to see just what you'll come up with next and how you're going to add insane value to their lives in ways never explored before. Innovation keeps you relevant.

# CONSISTENCY

## Develop Routines and Stick to Them.

Routines aren't just meant for children; routines are great for everyone. From young to old, routines are what keep us in check.

When you establish routines, both personally and with your staff, you'll notice that everyone becomes familiar with the day-to-day hustle and bustle of the business, growing into their roles and applying their expertly crafted skill sets to every project that lands in their hands. People feel well-adapted and content, and stress levels fall. Routines save lives (and businesses). Get one.

## Be Dependable.

When it comes to your accessibility and availability with your team (you know, the guys and gals you delegate to all day long), they need to know they can count on you to help them do their job to the best of their ability.

This might mean mentoring them, training them on new skill sets, or simply making yourself available to them for meetings to discuss objectives and progress on the projects you've entrusted to them.

I mentioned how important delegation is to being able to increase productivity and work less, but it's worth repeating that the only way delegation can be successful is when you make sure the people you're delegating to are well-equipped to take the bull by the horns and get the job done.

Trust me on this one. It's going to change your life. Exercise dependability by letting your team know that if they need you, they can count on you. Do this, and they'll exceed any and all expectations you've ever had of them.

## Allow your team to get comfortable.

Let me start by saying that comfortable does not equate to lazy. Never let your team get lazy, and hold them accountable if they do. What I mean is that you should allow them to grow and become settled in their role within your company. As this happens, you'll begin to notice you're able to delegate with little to no need to intervene in their work.

They'll become so well-versed and familiar with their responsibilities and the tasks required of them that your life will be exponentially easier, and they'll be more confident and willing to take on new responsibilities as the opportunities become available.

# ABOUT ROB

[www.robfulton.com](http://www.robfulton.com)

Rob Fulton is a philanthropic business investor who thrives on making contributions to the growth of humanity through mentoring.

Preferring to tackle life's most difficult challenges head-on, Rob has an inner drive that has called him to focus on longevity, deeper connection with society, and growth by empowering those with goals to impact the masses.

Believing each moment presents an opportunity to show kindness, motivate, and spark innovation, Rob has built key leadership mentoring programs specifically to achieve those goals.



# ABOUT AUDIOARCADE

[www.audioarcade.com](http://www.audioarcade.com)

Founded on the idea that knowledge can be gained at an accelerated pace to ultimately create more opportunities for leisure and personal enjoyment, Audioarcade was created to grow a more knowledgeable populus using methods that are both fun and effective.

Once a whiteboard prototype created by founder Rob Fulton, Audioarcade has morphed into a tested and proven learning format with the potential to empower every individual who uses it, providing topic-specific knowledge comprehensive in both complexity and depth, which will positively impact the lives of billions.

Enter the captivating and surprisingly effective Audiolumin.

Since it's beginning, sketched on a lone whiteboard, Audioarcade has rapidly grown through the creation of Audiolumins - a set of strategically composed melodic aids that assist in building and sustaining focus throughout the learning process.

Produced through countless hours of research and consultations with some of the world's most intellectual educators, including Win Wenger and the pioneer of quantum learning, Donna Cercone, Audioarcade was born.

With the help of co-founder Marius P, the Audioarcade app was programmed to seamlessly incorporate the use of audiolumins to achieve a state-of-the-art learning system, allowing anyone who's willing to try a new-and-improved method of learning to do so at an incredible rate of speed and retention.



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