



Exceptional
Business
Solutions

*Bring Us Your Obstacles
and We'll Bring You Resolution!*

THE ART OF DELEGATION: EFFECTIVELY COMMUNICATING YOUR NEEDS

Presented by:

Tya Bolton, CEO/Administrative Extraordinaire!

ABOUT TYA BOLTON

Tya's company, Exceptional Business Solutions, (www.ExceptionalBizSolutions.com), based in Columbia, MD is a full scale administrative services and management consulting provider, offering core services of virtual assistance, bookkeeping, recruiting, social media training, website/blog support and event management, including teleseminar and webinar execution. Tya's company specializes in helping coaches, authors, and trainers to gain more time in their day, streamline business processes, enhance workflow, and effectively use internal and external resources.

Tya is a co-chair for NAWBO Greater DC's GovConSig (Government special interest group) and is often asked to speak on topics such as "The Art of Delegation" and "Entrepreneurship 101". Tya also works 1:1 with up and coming Virtual Assistants.

WHAT IS DELEGATION?

The art of empowering another individual with responsibilities and accountability



WHEN SHOULD I DELEGATE?

- You feel stuck!
- Procrastination
- You've outgrown certain tasks
- Behind in your work
- You're working around the clock!
- You feel burdened by going to work (getting started)

I don't enjoy this type of work!

I'm under so much pressure!

I need more time in my day!

Help!

WHY SHOULD I DELEGATE?

- Maintain vision and priorities
- Time management
- Enhance productivity
- Increase profitability
- Eliminate procrastination

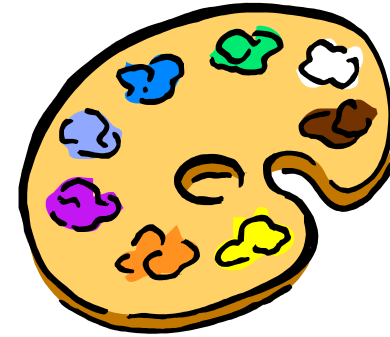
ACHIEVABLE OUTCOMES

- Manage Stress Caused by the Multiple Demands on Your Time
- Learn when to "piecemeal" a project and when to handle "start to finish"
- How to work with, not against, the clock
- Reenergize



THE ART OF DELEGATION

- Clear plan that others can visually perceive
- Set expectations
- Identify the individual(s) you can delegate to
- Accountability Process (Rewards and)
- Put it in writing
- Establish check-in intervals and processes



WHY DON'T WE DO IT?

- Fear of the unknown
- Mentality – “If I want it done right I have to do it myself”
- Trust
- Past Experiences



WHOSE ON YOUR DREAM TEAM?

- Virtual, Personal, Administrative Assistant
- Web Consultant
- Phone Consultant
- Ghostwriter
- Graphic Designer
- Social Media Expert

SAMPLE DELEGATED TASKS - TIERED

Sample Intake Process delegated from business owner to assistant:

Owner: receives an email from a prospect and forwards it to an assistant

Assistant: sends a thank you email to the prospect, including pricing & option to schedule a consult

Prospect: has to respond

****Is there a mechanism for follow up?**

Prospect: responds and wants to schedule

Assistant: schedules, confirms with owner & prospect

Owner: does consult with prospect and advises of assistant of intent to become a client

Assistant: manages intake forms, scheduling & billing for the life of the client being active

SAMPLE DELEGATED TASKS - INDEPENDENT

Sample tasks that happen despite other environmental changes. Owner has delegated the following to an assistant:

- Update social media platforms weekly
- Update database when I mail you business cards
- Submit articles online every 3rd Tuesday
- Send me a keyword report every 1st Friday

CONVEYING THE MESSAGE – FACE-2-FACE

- Tilting the head slightly
- Small meetings are most effective
- Sitting within a close proximity of the individual(s)



CONVEYING THE MESSAGE – VIRTUALLY

- Quiet environment
- Moderately toned voice with mild authority
- Send some information before the call



Happy Voice



Not Feeling It Voice

WHAT NEXT?

- Develop a clear, concise, step-by-step action plan.



- Identify the tasks, whose going to do it, frequency, check in intervals, and the desired outcome.

RECOGNITION, REWARDS, AND SANCTIONS

- Remember to acknowledge great work! (it's not about you, it's about the individual)
- Don't sit quietly if things aren't going as planned. (check in, tweak the list, but don't let it go on without acknowledging indifferences)
- If at first you don't succeed, try, try again!

RESOURCES

Books

- Effective Delegation by Chris Roebuck
- 151 Quick Ideas for Delegating & Decision Making by Robert Dittmer & Stephanie McFarland
- If You Want it Done Right, You Don't Have to do it Yourself by Donna Genett

Task Management Software

- www.todolistsoft.com
- www.taskanyone.com
- www.webexoffice.com
- Microsoft Outlook
- ACT
- Microsoft Excel

THANK YOU!!

We appreciate you for joining the presentation.

Tya Bolton
CEO/Administrative Extraordinaire!
Exceptional Business Solutions
Tya@ExceptionalBizSolutions.com

Contact Tya for:

- A complimentary, no hassle 20-minute phone consultation
- Work with Tya to put together a comprehensive action plan
 - Recommend other speaking opportunities to Tya
 - Connect on Facebook, LinkedIn, Twitter