

THE ART OF DELEGATION  
*Let Go of the Reins*



## 3 Beliefs to Stop Believing This Season (And Santa is not on the list)

Simply put, if you are involved in every aspect of your business then you are neglecting the areas that have the highest value. The reality is that if you do not deliberately choose your areas of focus, then they will choose you instead.

Success (and failure) as an entrepreneur is about learning where to focus your time. It is tantamount that you clearly identify where you should spend most of your time. Once you do that, you can properly delegate what you choose not to do. But delegation is an art; and research finds that people struggle with the act of delegating. Why is that? Well, there are some shared beliefs that deter entrepreneurs from effectively delegating.

THREE

### BELIEFS THAT DETER ENTREPRENEURS FROM EFFECTIVELY DELEGATING

01

It takes longer to delegate a task than it does to do the task yourself.

*While this may be true in the short term, it certainly is not true in the long term. Immediately stop thinking that you are the only one who can do the task well. Dedicate time up front and invest in teaching your team new capabilities or rely on an external trusted partner to complete the task for you. By relying on others, you can save considerable time in the end and transition that time to something of higher value.*

02

**You must handle the urgent things first.**

*Urgent can quickly take over important. The day gets filled with unplanned urgent issues that demand your attention and take you away from what's important projects. This constant stream of 'urgent' can get in the way of what is vital to your growth. Delegate urgent responsibilities to trusted lieutenants that you can guide and keep your efforts focused on the issues that will impact your business months, and years down the road.*

03

**I'm an entrepreneur, so it's only natural that I constantly feel overwhelmed.**

*Frequent prioritization check-ins with yourself, and your team will eliminate feeling like you are at the point of saturation. Clearly state, and frequently restate areas of prioritization, especially as you scaleup and business needs shift. Knowing what to expect as you scale can better prepare you to set resources aside. That way, your organization is financially and operationally prepared for what is to come.*

**It is time to release the reins. Ask yourself,  
"Do any of my preconceived beliefs stop me  
from delegating more than I do now?"**

*by Rod Cavin, Founder of Blue Anchors*

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