Episode 5: Delegating

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The Secret to Successfully Delegating Work in 6 Steps – by Benjamin Yoskovitz

Show Summary

Small business owners typically have a hard time delegating to others. But the reality is that we have no choice. Delegating is critical to a small business. Here are 6 steps to delegating successfully:

1. Know What You Want. If you don't know what you want, you can't expect anyone else to. No one can be a "mind reader."

2. Express What You Want Clearly. It's important to give people a clear vision of what you want. What are your goals? What do you need done? Instructions are helpful too, but don't overdo it. The most important thing is that you express everything you want very clearly

3. Set Expectations. . It's not enough that you've told someone what you want. Make sure expectations are laid on the table. *"This will be successful if X, Y and Z happen."* And, *"I need X, Y and Z finished by Friday."*

4. Trust. You need to trust those people you delegate to, otherwise you'll worry too much, micro-manage and generally make a nuisance of yourself.

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5. Let Them Do It Their Way. You do things your way, and everyone else has to do it exactly the same way or else. Right? Wrong. Let people do things their way (remember the trust?) More importantly, provide enough flexibility that they can add their own flavor to the mix. Let them create. Let them add unique touches to what they're doing.

6. Communicate and Follow-Up. Delegating doesn't mean abandoning someone to do something until it's complete. You want to be communicating throughout the process and following-up with people to make sure everything is going smoothly. Feel free to rinse and repeat steps one through four. This isn't about over-managing, over-analyzing and standing over people's shoulders staring at their computer screens. At the same time, we don't want to manage with what I call a Jell-O Fist. Communication is key, setting measurable mini-goals along the way, and carefully but not over-zealously monitoring progress.

So what's the secret to delegating successfully?

The secret is to not just make people *feel* like the work is their own, but to actually *give them* ownership.

If someone can feel ownership for something, feel like they're not just a robot mechanically following someone else's instructions, they're going to be more passionate, interested and dedicated. And, they'll feel more responsibility to you and the work.

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Grasshopper New Media was founded by Chris Brogan in 2006. His goal in creating the network is to use digital technologies to tell stories and start conversations. GNM Networks creates podcasts, video podcasts, blogs, and other new media products for passionate niche markets, building audience through viral marketing and strong word-of-mouth efforts, and keeping them by providing consistent, quality content that both entertains and informs.

For more information, visit: http://www.grasshoppernewmedia.com

About Benjamin Yoskovitz

Benjamin Yoskovitz has been an entrepreneur for over 10 years, with businesses in web and software development. More recently he co-founded IGotNewsForYou.com (http://www.igotnewsforyou.com), where people can send friends and family, hilarious, personalized mock news pages via email, by putting them in the news.

And he's recently launched a new blog: Instigator Blog at http://www.instigatorblog.com.

Benjamin is passionate about building great software, customer service and humor.

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