



**MASTERING THE  
ART OF DELEGATION**

**HOW TO DELEGATE EFFECTIVELY  
AND ACHIEVE MORE**

# WHAT IS DELEGATION?

Today's sales leaders struggle with too many priorities and have more demands of their time than they can possibly fill. The solution to this challenge is developing a process of **effective delegation**.

Delegation is very different from simply assigning someone a task or project that fits into their job description.

When you delegate, you extend the 'authority & control' of your role to someone else for completing the task properly and meeting the required standards. Therefore, ensuring the quality of the work output becomes crucial.



# BENEFITS OF DELEGATION

Delegation has several benefits – for you and your team - that need to be considered:

It gives you more time to focus on other higher-level tasks and things that matter to you.

It demonstrates and develops trust within your team

It gives others the opportunity to develop new skills

It can introduce new ways of doing tasks



# BARRIERS TO DELEGATION

The biggest barrier to delegation for many is overcoming the attitude that says:

"If you want something done right, do it yourself."

"No one can do it as well as I can."

When we learn to ask ourselves "Am I staying busy doing tasks that another person could or should do?", things change. Big things!



# 6 STEPS FOR EFFECTIVE DELEGATION

## 01 DETERMINE WHAT TO & WHAT NOT TO DELEGATE

Effective delegation begins with defining the responsibilities clearly. Categorize all of the items into two lists - Things you alone must do, and things that others could do or help you complete. Anything that falls into the second list presents an opportunity for delegation.

## 02 CHOOSE THE RIGHT PERSON FOR THE JOB

Industrialist and philanthropist Andrew Carnegie said, "The secret to success lies not in doing your own work, but in recognizing the right person to do it." The key is to find the right person with matching skills & attitude for the assignment.



## **03** ASSIGN THE 'WHAT' AND NOT THE 'HOW'

When you clearly define the outcome or result you expect, it allows the employee to use their own creativity and resources to accomplish the task. An added benefit of effective delegation is that the individual may find a better and more effective way to complete the task and achieve the desired results.



## **04** EXPLAIN THE 'BIG PICTURE'

Provide context that will help your employee see the importance and relevance of the work you're assigning. Seeing the 'big picture' will help them problem-solve independently and prioritize their work.





## 05 **CHECK-IN REGULARLY**

Make sure the employees are comfortable with the assignment, and confident that they have the skills and resources to be successful. Listen and respond to their suggestions. Establish a follow up meeting cadence to monitor progress and determining the need for assistance.

## 06 **AVOID REVERSE DELEGATION**



Once you have created a solid process for delegation, avoid reverse delegation. At times, a team member may try to dump the delegated task back to you and you may feel tempted to solve it on your own, especially if they seem to be struggling. Helping them stretch outside their comfort zone is all part of positive growth and development.

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