How to Delegate and Grow Your Business with Beth Carter

with Beth Carter · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Beth Carter was laid off twice in 1991, turned freelance work into her own executive search practice, and has run her own businesses for more than 30 years.

- [ ] Take the DISC assessment and compare how you behave at home with how you behave at work.
- [ ] When you keep hitting roadblocks, ask a coach, business advisor or seasoned entrepreneur for input instead of family or friends.
- [ ] After getting advice, write down what you can apply today and what you can apply in the future.
- [ ] Work out your hourly value and list the tasks you do that someone else could do for less.
- [ ] Do a four-minute brain dump of everything you do, sort it on the Eisenhower chart, and delegate the two bottom quadrants.
- [ ] Notice where you redo other people's work, like refolding towels, and let it go.
- [ ] Block personal time in your week and say no to commitments you don't enjoy.
- [ ] Hire specialists, such as a bookkeeper, accountant or IT help, for work that isn't your strength.
- [ ] Rewrite your self-promotion as facts: how many clients you've served and what you did for them.
- [ ] Define your ideal client as one who pays, pays on time, refers you and is enjoyable to work with.

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