THE 4 D'S

DO
DOING THE WORK

- Customer service emails
- Delivering sales pitches
- Writing copy
- Tweaking FB ads
- Onboarding new clients paying bills
- Packing orders
- Reviewing tax documents giving presentations
- Market research
- Recording podcasts engaging with your community

DECIDE
ASSIGN THE TASK

- Answering any sort of question from the team
- Reviewing work to approve it before it can be sent to a client
- Problem solving
- Putting out fires
- Deciding who to hire

DELEGATE
ASSIGN OWNERSHIP OF THE OUTCOME

- Recording systems + processes
- Creating decision tools
- Assigning outcomes for the week in a project management system
- Empowering the team to make decisions on their own

DESIGN
CREATING THE FUTURE

- Annual/quarterly planning meeting
- Vision work
- Annual budget meetings
- Coaching/mastermind - but only if you are implementing!
- Risk analysis
- No longer doing the work, just overseeing the work