



A Place for Everything, and Everything in its Place

So, you have done pretty well for yourself, and are considering adding your first (or an additional) team member. Do you know what you want them to do? Great. How are you going to teach them? Your days will be spent teaching rather than earning if you are not careful.

If you are a one person army, you might be able to keep all the organizational data you possess in your head or in your computer; as you grow, you will struggle unless you do two things; implement rules and procedures for doing things the way you want them done, and figuring out how to measure progress to see if things are being done correctly, time after time.

This sound difficult, but let's break it down; all you have to do is go buy a binder for every major task you would like to delegate. As you do these tasks yourself, create a Word document explaining how and why you do them. After a while, you will have what we used to call a "continuity book." The instructions you put in can be simple or hard, it's up to you. I like simple. When you hire someone, show them the book, tell them why it is important things are done this way, and send them off. Ask them if they have a better idea; you will be surprised what a different perspective can create.

Now for the more difficult part; checking in and measuring progress. You have to follow up on your teammates to see if they are drifting from your goals and style. This doesn't have to be overbearing, but remember, people respect what you inspect. So do it.

A little sweat now can save a lot of bleeding down the road; build systems and procedures now that will allow you to grow efficiently in the future. It will create a huge difference in your business.

To Your Success,

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