

# Why entrepreneurs should remember to delegate - you REALLY can't do everything yourself

*In the entrepreneurial world, where the allure of being your own boss is celebrated, there's a harsh reality often left untold. And that is the immense pressure to wear all the hats, the seductive trap of believing you can do it all, and the inevitable moment when you find out you can't and it all comes crashing down. This is not a sign of failure, but of a pivotal lesson that all entrepreneurs go through to help them learn the art of delegation.*

Temps de lecture : minute

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15 May 2024

## First: Putting team well-being first

My entrepreneurial journey began with a vision to create a dynamic company, one that not only thrived in its industry but also championed the well-being of its team. The ethos was clear from the start: to provide quality service while maintaining a balance that allowed the team to recharge and rejuvenate during designated holiday periods. This balance was not just a perk; it was integral to our identity.

## A turning point: Easter chaos

Last year, the Easter holidays were upon us, a time historically reserved for rest. Yet, this Easter was different. Amidst the excitement of expanding into a new office space, the reality of what I had taken on

began to dawn on me. My PA whose efficiency and organisation are the backbone of our operations, had planned a holiday to Bali. "Enjoy your break," I'd said, blissfully unaware of the impending chaos her absence would trigger given I thought I could look after things while she was gone, I mean, how hard could it be.

The following weeks unfolded like a scene from a farcical play, with me as the unwitting protagonist. Tasks I had never given a second thought to, now loomed large and insurmountable. Utilities, internet setup, even the basic functionality of our office space became Herculean challenges. I wanted to do everything myself because it seemed easy, but really I should have delegated. I actually cried when she got back and promised myself that I would never try and handle everything myself again.

## Acceptance: Delegation is not a choice, it's a necessity

This experience served as my harsh awakening to the importance of delegation. The belief that an entrepreneur can, and should, do everything is not just flawed; it's dangerous. It leads to burnout, oversight, and, ironically, the potential downfall of the very empire one seeks to build.

Delegation emerged not as a sign of weakness, but as an essential strategy for sustainable growth. It's about recognising the unique strengths within your team, trusting them to take the reins in their areas of expertise, and allowing yourself to focus on the broader vision.

## Implementing change: A new approach to leadership

Determined to never find myself in a similar predicament, I adopted

several strategies to embed delegation into the fabric of our operations:

- **Systematic Empowerment:** Investing in comprehensive training programmes to ensure every team member felt confident in their role.
- **Open Lines of Communication:** Establishing clear, open channels for dialogue, ensuring expectations were understood and feedback was encouraged.
- **Regular Reflection and Review:** Instituting scheduled check-ins to discuss progress, address challenges, and celebrate successes, reinforcing a culture of collective responsibility.
- **External Support Systems:** Actively seeking out mentorship and engaging with peer networks for shared learning and support.

## A lesson embraced

The journey from that chaotic Easter to today has been one of significant growth, not just for the business, but for me as an entrepreneur.

Embracing delegation has transformed our operations, enhanced our team dynamics, and, most importantly, allowed me to step back and see the forest for the trees.

To my fellow entrepreneurs navigating the tumultuous waters of business ownership, remember this: delegation is not merely a management tool; it's the cornerstone of effective leadership. It's the recognition that, while you may be the architect of your vision, it takes a team to build it into reality.

In conclusion, the lesson here is clear. Entrepreneurs must delegate, for the simple truth that you can't do everything yourself. Otherwise, you'll not only risk everything collapsing, but you'll also miss the opportunity to witness the true potential of your vision, brought to life through the collective effort and expertise of your team.

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