

# BUSINESS SECRET

## CHAPTER 5

### DELEGATION

The Superman way of running a business is ineffective. You cannot do everything and be everybody. When you attempt to do everything in your business you will soon be out of business.

One of the key components in business that garners success is **DELEGATION**. Learning how to delegate tasks to other people or other entities will allow you to focus on your expertise. Great businesses are built on the backs of people who know their limitations.

I know that is an odd statement but it is a true statement. People who do not know their limitations will do things they are not smart enough to do. They will attempt to do

things outside of their skill set. They will attempt to do things that is not focused on their strengths.

Steve Jobs, the visionary of Apple computers said, *"It doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do."*

You can get more done in a shorter period of time if you delegate tasks to the people who are qualified to handle it. This is what Jesus did in His ministry. King Jesus focused His efforts on teaching the Kingdom of God. He did not worry about managing the money because Judas was His treasurer. Jesus understood the power of being focused.

King Jesus understood how to get more things done in a short period of time. In every business, *"time"* is the greatest asset or liability. It will either be your friend or your enemy depending on how you use it. Choosing to delegate tasks can decide if you win customers or lose customers.

Delegating tasks quickens the process for great service and timely delivery. In this microwave age we are living in, time is **EVERYTHING**! What you can do in the shortest possible time will decide if your business is a success or a failure.

This was the fascination with Jesus. He gave people great service in the shortest time possible. He healed people without them going to see a doctor. He gave people clarity without them having to spend two hours talking about their problems. He performed miracles which provided solutions to people's immediate problems.

The reason King Jesus was able to do so much in a short period of time was because He focused on what was wanted while His disciples handled what was necessary.

## CAN'T FIND GOOD PEOPLE

If you cannot find good people to delegate tasks too, don't worry. In this technological age, people are **NOT**

the only option. You can utilize apps to delegate assignments. You can use gadgets to delegate assignments. You can use artificial intelligent devices to delegate assignments.

There are plenty of ways to delegate. You have to find out the best way that fits your business. When you delegate minor tasks to other entities you will inherit major success from your cliental. In this day and age, people want immediacy, excellent service and timely results. You cannot produce this until you learn to delegate.

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