

SOLUTIONS BASECAMP

EXERCISE 11 | Ask Who Not How

It's time to get out of your own way!

Trying to do and fix everything yourself can hold you and your business back. You procrastinate like crazy.

So, stop asking "how can I" and strap a rocket to your business by asking "who can I".

Here's 4 simple steps to get out of your own way and take advantage of your opportunities!

Step 1: First, what are your whats! Write down on a sheet of paper, the things you know you want to get done (and the things you're procrastinating on now). Write down the projects, the specific actions you want done.

Step 2: Now find your whos – on another sheet, write down everyone, and I mean everyone, who can possibly help you and your business and what they're good at. That includes your staff, contractors, accountants, customers, suppliers, 3rd parties (fiverr.com, upwork.com etc), friends, people in your business network...etc!

Step 3: Now match your whos to your whats! Now is the time to get out of your own way. Write the best 'who' to do the 'what'...even if you need to break it down into several parts. Ask yourself...how can I achieve this with me doing nothing?

Step 4: Ask/monitor/focus! Now ask the whos you've chosen to do the 'thing' you want them to do, make sure you monitor progress and course correct when necessary...and go focus on growing your business!