



**ARE YOUR  
PROFITS SEEPING  
THROUGH THE CRACKS?**



The critical mistake that's costing you 43% in lost revenue growth  
**& 3 simple steps to patch them up**

---

DAVID LOCKWOOD



Hi,  
My name is David Lockwood. I work with business owners who want to get more out of their businesses. More money, more time, more efficiency - everything that makes your role in the business more enjoyable and rewarding.

I am an experienced business coach who helps you recognise and manage the levers that delivers better sales, profits and cashflow, and I share with you the secrets to optimise and grow your business the right way.

**Let me share one of my secrets with you.**

Despite the different shapes and sizes of their businesses, I've noticed that the same three challenges seem to keep coming up for the business owners I work with. Upon further investigation, I realised that all of these challenges related to **one critical mistake**

## The inability to successfully manage and delegate to their Employees

If you're one of the many business owners struggling to get this in check and get your team on board, there's a good chance you're losing potential revenue and your profits are seeping through the cracks. In fact, on average, businesses with engaged employees add **43% more revenue** and **grow profits 3 times quicker** than their competitors!

I created this guide so you can understand where you may have cracks in your own business and how you can be empowered to tackle them head-on. After all, once you're aware of a problem, you can begin creating a strategy to fix it.

I hope you find this helpful. Don't hesitate to get in touch directly if you have any questions.

- David



# The 3 symptoms of 1 critical mistake



You have a great idea but it gets lost or forgotten when you delegate it to someone in your team.



You promise something to a customer but you miss deadline because your staff don't see the importance or urgency like you do.



While trying to get an important task done, you waste valuable time just trying to organize and manage the team members involved.



## STEP 1 DELEGATION SKILLS QUIZ

Take this simple quiz by circling your answers then adding up the points to see where your delegation skill level sits.

### When you delegate a task to a team member, do you...

- a) Ask them nicely to see if they could help you
- b) Ask them if they could fit the extra work in
- c) Ask them to drop everything and do the task immediately
- d) Ask them what they're working on and how much work capacity they have available

### When you ask a team member to action something by a specific time, do they...

- a) Say they need to be home on time because they have something else on
- b) Say it's not their job to do the requested action
- c) Say they can't fit the workload in and explain why
- d) Say they're busy and work with you to resolve how to get the task done

### You're under the pump and you ask a team member to help, they...

- a) Say they are too busy
- b) Say yes, but nothing ever happens
- c) Say they don't know how to do it and ask for more information
- d) Say yes, and tell you it will be done by a mutually agreed upon date

### When you get push back from a team member to do an urgent task, do you...

- a) Finish the task because it's easier and quicker to do it yourself
- b) Firmly request the team member action the task regardless
- c) Negotiate with them on when to do the task
- d) Ask what their work priorities are, explain the importance of the task, and agree on workload and timing



### When you ask a team member to do a task, do they...

- a) Say they're getting around to the task but it never gets started
- b) Blame another team member for giving them more important or other work to do
- c) Give the task a go and give you back something incomplete
- d) Give you an answer to your request, stating the pros and cons, and noting any variables

### When you delegate a task and a team member makes a mistake, do you...

- a) Take the task back and complete it yourself
- b) Tell the staff member off and ask them to get it right
- c) Explain to them how to do it better
- d) Ask the staff member how the problem arose then discuss options and pathways to reach a different outcome

### When you have delegated a task, do you...

- a) Follow up every hour or so to see how they are going
- b) Set mutually agreed upon deadlines and follow up on the due date
- c) Follow up at a team meeting prior to deadline to ask about progress
- d) Explain the importance of the task and what it means to the business to complete the task on time

### Points:

- a = 1
- b = 2
- c = 3
- d = 4

## QUIZ RESULTS Add up your points and let's see how you rate.

### 1 - 9 points

Your staff are not taking responsibility. Your actions are enabling this behavior and you are a slave to their demands

### 10 - 17 points

Your staff are not engaged with what is important to your business and their quality of work suffers as a result.

### 18 - 23 points

Your staff respect your role in the business but their performance is sometimes inconsistent and therefore unreliable.

### 24 - 28 points

You're in the zone of delegating to staff and creating a pathway to optimise performance and profitability.



UNLOCKING  
YOUR FUTURE



## STEP 2 SELF-ASSESSMENT

If the quiz result raised some issues, as a business owner do you recognise any of these symptoms...?



Use the table below to determine if you're running the business or the business is running you!  
Each one of these is a strong indicator as to how your management skills could be affecting your lifestyle.

THE COLD AKA CRITICAL ZONE		COOKING WITH GAS	
Too many - I feel like I'm always working	Hours spent at work	Less than 38 - I have a life outside of work	
More than I'd like to admit	Weekends worked		Hardly any - only
Low - I feel like I'm pushing mud uphill	Motivation level	High - I'm excited and energised by my business	
Could definitely be better	Profitability	Fantastic - hitting or exceeding targets	
I'm trying to do everything	Your role in the business	Great - I know how to delegate successfully	
At least one	Number of key team members who take home more work that you do		None
Poor - I'm feeling confused and overwhelmed	Clarity of business goals, your role, structure & processes		Great - very clear

*If you're feeling a bit chilly, I can show you a better way to manage your team and warm your business up!*



**UNLOCKING  
YOUR FUTURE**



## **STEP 3 TAKE ACTION**

At the start of this guide I shared with you some of the symptoms that are associated with a critical mistake that often leads to having a business that runs your life.

Knowing how important business is to each of us and acknowledging the hard work and hours we all put into it, wouldn't it be great to know that there are smarter ways to get more out of your business and more output from your employees?

Sometimes it's hard to understand why your employees do what they do. It can be frustrating when, despite your efforts, not much changes. But that's where I come in. I help you implement strategies and changes that take your business forward.

If you can get your employees to play at the next level up, you can get away from the daily grind of every operation in the business while enjoying more head space and less stress/frustration in running your business.

By better understanding how you interact with your employees and by building a culture where employees take ownership and responsibility for their jobs, your business will have the chance to make more money without running you into the ground.

Running a business takes courage and a willingness to receive feedback and make changes, so it's important to always be listening and learning about better ways to do things. If you'd like to talk with someone who understands an owner's journey and learn how to create a rewarding and successful business, then book a **discovery call** with me. Let's discuss how we can get you 43% more revenue today.



**UNLOCKING  
YOUR FUTURE**



# CONTACT



[www.unlockingyourfuture.com.au](http://www.unlockingyourfuture.com.au)



[david@unlockingyourfuture.com.au](mailto:david@unlockingyourfuture.com.au)



**books call/skype**

[meetme.so/davidlockwood](https://meetme.so/davidlockwood)

Additional resources to learn about optimising your team

**CELEBRATE  
SUCCESS**



**Link 1**

**COMMITTED  
EMPLOYEES?**



**Link 2**

**STRATEGIC  
DECISIONS**



**Link 3**