STRATEGIC BUSINESS
COACHING

YOUR BUSINESS DOESN'T NEED MORE OF YOU.

How to Build a Business That Doesn't Need You Every Minute

WHAT IS YOUR TIME REALLY WORTH?

Your business doesn't need more hours from you.

It needs the right hours from you.

Use this page to think about the difference between the cost of the work you are doing and the value of the work only you can do.

1. Replacement Cost

What would you reasonably have to pay someone else to do this work?

Administrative Work	$________ / hour
Project Coordination	$________ / hour
Project Management	$________ / hour
Technical or Production Work	$________ / hour
Other: ______________________________	$________ / hour

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2. Opportunity Value

What could your time produce if you spent that same hour on a higher value activity?

For some activities, such as sales, we can calculate this.

CALCULATE YOUR SALES HOUR VALUE

Qualified Opportunities ____________________

Close Rate ____________________ %

Average Sale $____________________

Gross Margin ____________________ %

Hours Spent Selling ____________________ hours

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YOUR CALCULATION

Qualified Opportunities: __________

× Close Rate: __________ %

× Average Sale: $__________

× Gross Margin: __________ %

= Gross Profit: $________________

÷ Sales Hours: __________

MY SALES HOUR VALUE

$________________________ / HOUR

3. DON'T FORGET ENTERPRISE VALUE

Not everything valuable produces revenue today.

Some of the highest value work you do builds the company you want to have tomorrow.

MEASURABLE VALUE	ENTERPRISE VALUE
• Sales • Business Development • Closing Deals • Certain Production Activities	• Strategy • Leadership • Culture • Systems • Financial Decisions • Key Relationships • Innovation

Which enterprise value activity needs more of your time right now?

Sip, Strategize, Succeed!

What would become possible if you had more time for it?

WHERE ARE YOU THE BOTTLENECK?

Choose one meaningful activity currently consuming your time.

4. IDENTIFY THE ACTIVITY

What are you currently doing?

How many hours per week does it consume? ________ hours per week

What would it reasonably cost for someone else to own this work? $________ / hour

Does this genuinely require you? ☐ Yes ☐ No ☐ Some parts do, but not all

If some parts require you, which ones?

5. WHO OR WHAT COULD OWN IT INSTEAD?

☐ Existing Employee
☐ New Hire
☐ Fractional Resource
☐ Contractor
☐ Automation
☐ Improved Process or System
☐ Other: ___________________________

Who or what could realistically take ownership?

____

____

____

6. WHAT CAPACITY WOULD YOU CREATE?

Hours Reclaimed Per Week ________ hours

Annual Capacity Created ________ hours per week × 50 weeks

= __________ HOURS PER YEAR

7. HOW WILL YOU REINVEST THAT TIME?

Delegation isn't the goal. Reinvestment is.

Where will you intentionally use the capacity you create?

☐ Sales
☐ Business Development
☐ Strategy
☐ Leadership
☐ Financial Planning
☐ Building Systems
☐ Key Relationships
☐ Innovation
☐ Other: ___________________________

I will reinvest approximately: ________ hours per week

Into:____

What could that make possible for my business?

THE BOTTLENECK TEST

Before continuing to own a meaningful activity, ask:

1. Does this actually require me?

2. What is it costing me to keep doing it?

3. Who or what could own it instead?

4. What will I do with the capacity I get back?

MY COMMITMENT

One thing I will begin moving off my plate:

My first step:

By when?

FINAL THOUGHT

Stop asking: "Can I do this?"

Start asking: "Is this the highest and best use of me?"

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