



Knowing Your Strengths

A GUIDE FOR TRADES AND CONSTRUCTION BUSINESS OWNERS

As a business owner in the trades and construction industry, it's essential to focus on your strengths to drive your business forward. Here's how you can identify and maximise your strengths to ensure your business thrives:

IDENTIFY YOUR STRENGTHS

TO WORK OUT WHAT YOU SHOULD BE DOING WITH YOUR TIME, FIGURE OUT THE THREE TO FIVE ACTIVITIES THAT ARE YOUR STRENGTHS. THESE SHOULD BE THE TASKS WHERE YOU EXCEL AND THAT BRING THE MOST VALUE TO YOUR BUSINESS. WRITE THEM DOWN!

DELEGATE AND OUTSOURCE

MANY BUSINESS OWNERS FALL INTO THE TRAP OF TRYING TO DO EVERYTHING THEMSELVES, WHICH CAN HINDER GROWTH. HERE ARE THE DOTS OPTIONS TO CONSIDER FOR TASKS OUTSIDE YOUR KEY STRENGTHS:

- ★ **DELEGATING:** BUILD A GREAT TEAM AND DELEGATE TASKS TO THEM. THIS ALLOWS YOU TO FOCUS ON WHAT YOU DO BEST.
- ★ **OUTSOURCING:** CONSIDER OUTSOURCING TASKS. IT'S COST-EFFECTIVE AND ALLOWS YOU TO SPEND YOUR TIME ON HIGHER-VALUE ACTIVITIES.
- ★ **TERMINATING:** EVALUATE AND ELIMINATE UNNECESSARY TASKS. FOCUS ON ACTIVITIES THAT TRULY ADD VALUE.
- ★ **SYSTEMATISING/AUTOMATING:** DEVELOP SYSTEMS AND AUTOMATE PROCESSES TO SAVE TIME AND IMPROVE EFFICIENCY.

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OVERCOME COMMON CHALLENGES

- ★ **LACK OF AWARENESS:** MAKE TIME TO STOP AND ASSESS YOUR BUSINESS OPERATIONS. IDENTIFY ISSUES AND ADDRESS THEM PROACTIVELY.
- ★ **TRUST ISSUES:** LEARN TO TRUST YOUR TEAM AND EXTERNAL SERVICE PROVIDERS. THEY MIGHT BE BETTER AT CERTAIN TASKS THAN YOU, WHICH IS BENEFICIAL FOR YOUR BUSINESS.
- ★ **BEING TOO BUSY:** PRIORITISE TIME MANAGEMENT. ALLOCATE TIME FOR HIGH-VALUE ACTIVITIES AND MAKE NECESSARY CHANGES TO REDUCE WORKLOAD.
- ★ **UNIQUE METHODS:** DEVELOP AND DOCUMENT PROCESSES THAT CAN BE EASILY DELEGATED TO OTHERS. THIS WILL SAVE YOU TIME IN THE LONG RUN.
- ★ **PERCEIVED COST:** UNDERSTAND THAT YOU CAN'T AFFORD NOT TO DELEGATE AND OUTSOURCE. IT'S AN INVESTMENT IN YOUR BUSINESS'S GROWTH.

EFFECTIVE TIME MANAGEMENT

- ★ **80/20 RULE:** AIM TO SPEND 80% OF YOUR TIME ON HIGH-VALUE ACTIVITIES THAT PLAY TO YOUR STRENGTHS. START BY STRUCTURING YOUR WEEK TO SPEND 50% OF YOUR TIME ON THESE TASKS AND GRADUALLY INCREASE IT.
- ★ **DEFAULT DIARY:** PLAN YOUR WEEK WITH A DEFAULT DIARY SYSTEM. ALLOCATE SPECIFIC TIME BLOCKS FOR HIGH-VALUE TASKS AND OTHER NECESSARY ACTIVITIES.

REMEMBER!

THE KEY TO GROWING YOUR BUSINESS IS TO WORK SMARTER, NOT HARDER. FOCUS ON WHAT YOU DO BEST AND DELEGATE THE REST.

STAY FOCUSED AND DISCIPLINED

MAINTAINING FOCUS AND DISCIPLINE IS CRUCIAL. CREATE A ROUTINE THAT ENSURES YOU SPEND YOUR TIME EFFECTIVELY. DEVELOP GOOD HABITS AND STICK TO YOUR SCHEDULE. ADJUST AS NEEDED BUT REMAIN COMMITTED TO YOUR PLAN.

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