

**Joy:** Hello, my friend. I am so excited that you tapped on today's episode. I have invited some incredible women to speak here on the podcast about various topics, to continue to bring you episodes here each week as I take a little step away and recover and rest, and I'll just be in Babyland. Alright, so let's go ahead and dive in.

You're listening to Call To Both the podcast for ambitious women chasing both Business dreams and little ones. I'm your host, joy Michelle. I'm a wedding photographer turned business coach and founder of Photo Bos. I have helped thousands of photographers and creatives grow their businesses. Here on the show, I teach about topics like visibility, marketing mindset.

Productivity and going after your dream life. So if you're a photographer or an entrepreneur, there is something here for you. This is not another business and marketing podcast telling you to do more, but rather how you can build your business and your income in less time and with greater ease. Join me here each week for bite-sized and actionable episodes that will encourage you on your call to both journey.

**Nata:** Hey friends. Na Salvatore here, the founder of the accidental CEO podcast, your go-to space for building a business that doesn't burn you out. Today we're diving to one of the most powerful and misunderstood skills for sustainable growth delegation. So lemme tell you a little personal story before we dive in.

Healthcare. I was a physical therapist and I treated patients and in order for me to do that, there were, there was a whole marketing team that would go out there, talk to the physicians and tell them that we were the best therapy place in town that they should refer patients to. And there was a referral coordinator that would take those referrals in the front desk, would schedule those patients.

Treat the patients. There was a billing office that would bill the insurance and a, there was a regional manager checking on me and my numbers and asking me why if things were not, if goals were not met. Right. So all that to say, there was a lot of different people with different jobs. They work together.

In order for me to do that, one thing that I really love to do, which was treating patients, once I left corporate world and started my own business, I very quickly realized that all those things that sustain a business. I needed to still exist, but I didn't have all those people on my team. I was just starting.

It was me, myself, and I just like many of you listening right now, and I needed to figure out a way to make this growth sustainable. Very common in the beginning for us to hustle, work hard, but not something that we can sustain for a long time. That's why a lot of people end up on this burnout phase of life, hating their work, hating their business, and wanting to throw it all out of the window and go back to maybe a nine to five job, right?

So I know delegation can bring up all kinds of feelings, frustration, fear, doubt. You might be thinking, I've been there, I've tried that and it didn't work. Or maybe you're convinced yourself that it's easier just to do it all yourself. I'd hear you. I've been there. I've said all those things myself, but today we're going to try to reframe all of that for you.

This isn't about dumping tasks. It's about building trust and freeing your time and growing a business that doesn't need you every minute. The day it's time to trade burnout for breathing room and start letting it go to grow. So why delegation feels so hard for most people? Let's be honest. Delegation feels hard because it hits where it hurts our identity, right?

We relate our self-worth. To our work, our to our product, to our service. We're connected to that business. This is the baby. They work so hard to raise. If you're a high achieving founder, you likely build your business through hustle, intuition, and doing it all yourself at self-reliance becomes part of your self-worth.

Letting go of that feels risky, like standards might drop. The wheels might fall off. There's the delegation trauma you've tried before and it went wrong. Terribly wrong. You've been burned before. You hire someone, spend all this time training them, and you still have to redo the work that teaches you to not trust and to not try again.

But here's the truth. Delegation is a skill, not a.

Have to dictate the future systems. You can learn to do it well and sustainably, but it's gonna require some separation of your values from your workload. You're not your to-do list. You are the leader. And leadership means building something bigger than your personal capacity, right? So let's talk about some of the myths that really sabotage delegation very often, and things that I see in my coaching clients.

Let's impact some of those myths that keep smart, capable CEOs stuck in the weeds. Myth number one is it's faster to do it myself. Yes, for now, but every

time you do it, you're investing in short term speed and long stagnation. If a task takes 30 minutes every week, that's 26 hours in a year. If you multiply that by five tasks, you've burned out over 130 hours.

Training someone one time might take two hours. The time that he's gonna buy you back. It's game changing. It's amazing. Right? And I talk a lot about this understanding of how much you were costing to your business by not delegating. And we'll dive into that a little bit more in a second. Myth number two is no one can do it like me.

I've said that myself. Again, all of these things that I'm talking to you about, I've been guilty of. So I am speaking from experience, and now my goal is to teach other people to not commit the same mistakes, skip the burnout, and go straight to success by using delegation. No one can do it like me. True.

They'll do it differently, maybe even better. The allegation doesn't mean. Cloning yourself. It means defining success, then allowing someone else to use their brain and their creativity and their speed. Different isn't deficient. That's very important. Different isn't deficient when you other people own the outcome.

Your business grow beyond your personal. Myth number three. If I hand it off, I will lose control. I love this one. There's an amazing quote by Elizabeth Gilbert that I read to my clients very often. It says, you are afraid to surrender because you don't wanna lose control, but you never had control. All you had was anxiety.

That hits hard, right? Real delegation increases your control. You are creating clarity, structure, and feedback loops. You go from firefighting to forecasting very different things. Letting go isn't losing control, is gaining strategic leverage. You are no longer stuck in the work. You're directing it from above.

All right, myth number four. Delegating is. Nope. Doing it all yourself is the most expensive option. Your time has a value. If you were spending it on a \$20 an hour task, you are paying a high opportunity cost burnout, missed strategy, lost revenue. It all adds up, and this myth shows up in. Hiring a cleaner, ordering groceries, getting childcare, that's not indulgence.

That is intelligence. We need to stop at these things as. That's something nice that only rich people can do. Delegating at home preserves your energy so you can be present where it matters most. I tell my clients very often, if you have

ever done your cost of doing business and you truly understand how much you cost every time you spend an hour doing something in your business.

You would never spend as much money by hiring help than you will by doing things yourself. For example, let's say you cost a hundred dollars an hour for you to do something in your business. If you do the math and you do the research and you realize that you are spending 10 hours a week doing low level tasks.

You are spending a total of a thousand dollars in a week just doing low level tasks. When you look at that for the entire year, now we are costing almost \$50,000. Potential money that you could be making when you are the one choosing to do those low level tasks. I don't know about you, but I don't want that person in my business.

And a lot of times we are that employee. We're the one. Costing all that money to our business, right? So let's be smart about it. When you could be hiring somebody that costs a lot less money per hour that actually enjoys doing those tasks that is more efficient than you at doing those tasks, that's gonna be a huge benefit and is gonna free up your time and energy to really put the focus on where you need to to grow your business.

Myth number five is not, I'm not big enough to need help. I'm not big enough to need help. If you are maxed out, you are big enough. Delegation isn't for the elite. It's for anyone building something sustainable, even if it's just five hours a week start. It could be a va, a laundry service, a meal delivery subscription.

Don't wait until you're drowning to grab the life raft. So what delegation actually is, right? So let's break that down a little bit. Delegation is not offloading tasks. It's really transferring that ownership, and that's very important. Poor delegation is abdication here, take this and figure it out. But real delegation is real leadership.

Here's the goal. Here's what good looks like, here's how we'll check in. Use tools. You can record some long videos. You can create some SOPs. Outline the expectations in a project management software. Give feedback that is not micromanaging is all part of the process. When you really build a good system for delegation and communication, when you have good follow up and feedback, when you hire the right person.

And you understand which tasks should be delegated. Success is inevitable. You wouldn't send someone to build a house without a blueprint, so don't send your

team to execute without having one either. All right. Let's talk about some identity shifts that need to happen in order for you to feel comfortable delegating and to have a successful outcome.

Here's where it gets a.

You have to let go of being the hero. You are no longer the technician. You are the architect, the strategist, the visionary. Your role is to really design the machine and not to be the engine. That is a huge difference there, and that's scary because you've been rewarded for being indispensable, but being indispensable keeps you small.

And really great leaders build teams, not dependencies. Delegation is not a downgrade, it's a promotion. You want to be able to step away from your business and be confident that everything is going to still exist, happen as it should, and have the same outcome that it always does when you are around.

Let's talk about some return of investment on letting go. You get the mental bandwidth back, and that is so important. So many people burn out so early in their career as a business owner, as an entrepreneur, we see the numbers. They're scary. People don't lash around here because this rollercoaster ride is crazy.

So your team becomes more capable and confident when you delegate. You stop being the bottleneck and you start being the leader. Your revenue grows because you are focused on those high leverage work activities that actually bring money into the business. You feel human again. You're less frazzled, you're more fulfilled.

Delegation unlocks your next level, not just in business, but in how you show up in life. And who doesn't want that? The main reason why most of us started this business to begin with is because we wanted the freedom that entrepreneurship offers. We wanted to be able to come and go to take a day off if we need to, to have an appointment in the middle of the day.

And if we don't have systems in place and a team to support us, then what we created is actually a job and not a business. So here is a framework. Do. Document delegate. I wanna say that again. Do document and delegate. Do the task one last time. Capture how you do it on video. Use looms, use notes, use a checklist, document it.

Turn that into a.

And then delegate. Include the outcome that you want, the deadline, the format, and the checkpoints, how often you are gonna be talking to that person, checking in, make sure they have all the tools and resources to complete that task, and that they understand how that task ties back to the vision of the company.

That is a very important point that people

help. The people you're delegating tasks to, to understand the how, but help them understand the why. If they understand the why, that makes such a huge difference on the outcome of what they're producing for you. When you stop clinging to everything, you gonna gain time to be strategic. You are gonna have some space to rest.

You're gonna have confidence in your team. You're gonna have presence with your family. More mental clarity to lead well, and you didn't build a business just to be buried in it. Delegation is how you build something that supports your life, not consumes it. If you take nothing else from today, take this.

Delegation isn't giving up. It is growing up. You are not the business. You are the builder of it. Your real job is to make sure it runs well, even when you're not in every corner of it. So here's this challenge. Wanting to pick one thing to delegate this week. One email, one errand, one admin task. Record how you do it.

Pass it off and let it go. A lot of times when people think about delegation, they immediately think that they have to hire a full-time employee. That is not what I'm talking about here. Start small. You can have a contractor, you can have a va, you can have somebody to work per project. You can have a cost of GPT.

That's what the allegation looks like in 2025, right? There's so many things that might need a bring. They just don't need your brain, right? So you're not letting go of standards. You're stepping into this next level of leadership. And I'm really encouraging you to get into the mindset first before you apply this strategy.

Understand that you are not giving up control, that you are growing, that you are sharing responsibility to allow yourself to grow both personally and in your business. These things go hand in hand. You cannot do one without the other. I can guarantee you that. So get on the right mindset first.

Understand your self-worth and your work should not be connected. Understand that delegation is not giving up control. Understand, what are you gonna gain

back when you start using delegation as a growth strategy for your business? Then use that valuable, amazing time and energy. To be with your family, to travel, to be present, to enjoy this life that you built for yourself, but also to put it back into your business in a way that's gonna bring a good revenue, that's gonna bring collaborations and sustainability, and allow you to continue to grow without having to be putting more time into your business every day.

Thank you so much for listening. I hope this was helpful to you. I am. Again, I'm your delegation queen and I'm here to spread the word and make sure people start adopting this as a sustainable strategy to grow. 'cause I truly believe that delegation is so powerful and we all need to start partaking in it more and more as we grow our business.

Have a wonderful rest of the week. I'm so excited for you and your business to continue to grow and for you to gain some of that freedom back by using delegation.

**Joy:** Such a good episode, right? Thank you so much for listening to this episode of the Call to both podcasts. If you loved it or you learned something, I would so appreciate a review on Apple Podcasts.

So go follow our host, our guest host for today's episode. Their information is in the show notes. As always, I hope you have a fantastic week as you go after your own version of what it means to be called. See you.