



Pay Someone Else to Do It

I earned my MBA from the University of Colorado in 1991 at 21 years old, and started my speaking business a year later. Out of financial necessity, I was the Jill-of-all-trades and did everything myself. “My MBA taught me all of this, didn’t it?” I rationalized.

Even after I could afford to get some help, I kept doing it all. After almost burning out at the ripe old age of 27, I realized that even the Productivity Pro couldn’t maintain that pace long term.

As I discovered, interdependence is an important productivity concept. We’re wise to rely on other people to do tasks we don’t have the time, desire, talent, or circumstances to do ourselves. Outsource to others and wisely part with some of your hard-earned money. Surround yourself with a team of contracted experts who can get the job done in less time and reduce your time commitments.

Distinguish between what only you can do and what others are capable of doing for you. Hire out a \$25-an-hour task someone else is capable of performing, so you can work on a \$250-an-hour task that no one else can do. You must spend your time in higher-value ways that will grow your business: talking with your customers, researching, writing, and practicing your programs.

Consider hiring out:

Lifekeeping. I used to think, “I don’t need anyone to clean my house for me. I’m perfectly capable of doing it myself.” But then I started tracking how much time I spent cleaning! When you compare it to the cost of hiring it out, you’ll quickly hire out your yard work and laundry, too.

Computer work. When there’s a computer issue, I don’t hesitate to pick up the phone and call my IT guru, who has been working with computers for most of his adult life. I’m sure you could probably learn to troubleshoot errors, write HTML, create WordPress sites and more, but it’s not worth your time and frustration to figure it out.

Finances. If you have a semi-complicated life with the business, investments, children, and rental properties, it’s a no-brainer to hire an accountant. It’s simply not worth the time to do your own taxes. Ditto for a financial adviser and a bookkeeper. Ours picks up the receipts, invoices and statements twice a month, reconciles all of the accounts, pays the employees, and files all tax payments.

Marketing. When my latest book, *SUPERCOMPETENT*, launched in August 2010, Marianne Nowicki of NoWicki Production created the book video trailer; Judy O’Beirn of

Hasmark Services coordinated my online book campaign; Champion Media handled the television media; and Lance Gibb designed www.SuperCompetentBook.com. Shell out the money required to create a first-class product that reflects the fees to which you strive.

Errands. Many time-consuming tasks offer a low payback: grocery shopping, store returns, dry cleaning, prescriptions, bank, post office, and office supplies. By the time you’ve completed these errands, you’ve eaten up your precious weekend! Instead, hire a college student or retiree to be your personal assistant.

Today, I only wish I would have secured help sooner. Just because you *can* do certain tasks, such as design your website or file your taxes, doesn’t mean you *should*. Push tasks to the lowest common denominator. Your time is better spent elsewhere. Let the experts practice their expertise; you practice yours. Your partners will become a critical part of your team, and you will be interdependent on each other.



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