

LEVERAGE INVENTORY



STICKY CHALLENGE

Inventory your time do the Sticky Challenge. Take a stack of sticky notes and write out everything you're doing throughout your day. Then, separate those sticky notes into two categories: **Dollar Productive and Non-dollar Productive Activities.**

\$ PRODUCTIVE ACTIVITIES	NON \$ PRODUCTIVE ACTIVITIES
<ul style="list-style-type: none">○ Networking Events○ Sales Presentations○ Negotiating with Clients & Vendors○ Prospecting for new Clients○ Work Your Referral Network	<ul style="list-style-type: none">○ Building out a Talent Mgmt. System○ Building a Referral Program○ Building out CRM○ Creating Standard & Procedures <hr/> <ul style="list-style-type: none">○ Meeting Prep○ Administrative Tasks○ Payroll○ Running and Monitoring the Legacy Programs

LEGACY
NON-LEGACY

WHAT SHOULD I DELEGATE?

LOVE / GREAT	LIKE / GOOD
DON'T LIKE / GOOD	DON'T LIKE / NOT GOOD

Once you've done the sticky challenge and sorted into the Dollar Productive vs. Non-dollar Productive, group the categories of task into these specific boxes, only focusing your energy on the top and delegating the bottom two boxes. If you're anything like me, that means most of the Administrative task and Marketing task associated with Listings will be delegated.

NON TALENT	TALENT
Has to be pushed to want answers.	Pushes for solutions.
Doesn't fulfill your needs and ends up giving back pieces of their job.	Shares your goals and fulfills your needs as a natural by-product of fulfilling their own.
Doesn't know what they want and isn't searching.	Knows what they want or is actively searching to know.
Requires you to push them.	Pushes you constantly.
May not know where the existing bar is set or even what bar you're talking about.	Is continually raising the bar and wants to be associated with talent.
Talks about anything, and when they try to emulate the talk of talent, it is just rhetoric.	Usually focuses their talk on the language of challenge and achievement.