

Feeling overwhelmed (and over-worked)? Here's your fourth simple action step.

If you've ever felt overwhelmed, even paralysed because there's so much work to do and so little time then you're in the right place.

This fourth video about overwhelm is for you.

You'll discover the next simple action step you can take when overwhelm strikes again.

Welcome, I'm Ted Jedynek. It's my mission to empower clinic owners to succeed in business.

In the last video we explored the third simple action step you can take when you feel overwhelmed. If you haven't seen that video – or the three videos that explore this juicy topic – then I invite you to go back and view them.

They highlight the smart, simple action steps you can take to succeed in your business.

They can transform stress and overwhelm into clarity, focus and productivity.

Look, overwhelm is nothing to feel ashamed about. It's what you do with that sense of overwhelm that counts.

It's all about doing less not more.

In this video, we'll look at the fourth simple action step that you can do whenever you're feeling overwhelmed and over-worked.

Action step number four to get rid of overwhelm is to do the delegation maths.

Sometimes we're penny wise and pound foolish. In other words, we think that somehow we're going to save money by doing the drudgery stuff.

You might think you don't need an assistant or a receptionist or a bookkeeper or an admin person. You believe you don't need to outsource certain tasks – you'll just suck it up and do it yourself.

But this is really stupid.

When you feel overwhelmed it's important not to roll up your sleeves and think you can power through it.

When you feel overwhelmed the most important remedy is to do less.

Doing more work won't solve anything in the medium to long term and it just leads to more stress.

Doing less is the healthiest way to move forward. The previous videos explored the best strategies to do less, identify your priorities and take action that really moves the needle in your business.

Okay, let's do the delegation maths together right now.

Let's say you can hire someone to do something for twenty-five dollars an hour and your billable rate is one hundred and fifty dollars an hour.

These figures are arbitrary to demonstrate the point.

You can see straight away, given the numbers, that it's counterproductive to do the task yourself.

Clinic owners say they can't afford it. But really, if you're doing something that stops you from earning that 150 dollars an hour or you're doing something that doesn't really advance your business, then you're far better off paying someone twenty-five dollars an hour. You're coming out one hundred and twenty-five dollars ahead every hour!

Heck even if you're paying an executive assistant \$35 or \$40 an hour, you're still well ahead, aren't you?!

That's what is meant by doing the delegation maths.

When you do the delegation maths it helps you make the hard decisions.

It reminds me of when I was doing all of our own bookkeeping. Then a new software program came out that promised to make my life easier!

Whoo hoo, I paid my three hundred and fifty bucks for the software and couldn't wait to jump in.

OK, I spent a whole weekend trying to understand credits, debits and logging entries and just got nowhere. I then spent another 3 hours on various calls to my accountant (which I was charged for!) trying to understand what was going on.

I finally concluded that I needed to upskill myself in basic accounting if I was going to pull this off.

I was chatting with a friend (who was also a business owner) about my dilemma and he practically spat his coffee over me!

He asked me, Are you an accountant, or a bookkeeper?

No.

Do you want to be?

No.

Well what the fuck are you doing this for? Why don't you just hire a bookkeeper?

Well, it's going to cost me ...

You've already spent enough money to have paid a bookkeeper for 6 months and they would have done a good job, not the half-arsed rubbish you've done!

Ouch! That hurt. But it was good advice.

It's kinda like when a patient comes in having searched Dr Google and come up with their own home remedy for their problem. They've spent over one hundred dollars at the chemist for various lotions and potions and bandaging and shoe inserts and gotten nowhere. You know what advice you'd give them, don't you?

Look, the relief that you feel when you've gotten rid of the tasks that have been dragging you down is huge. It's so worth it to do the delegation maths and add up how much you'll save in time and energy.

You'll actually make more money and eliminate that terrible feeling of overwhelm.

In this video we explored delegation maths and how you can do it to discover which tasks you need to automate, delegate or eliminate from your list.

Numbers never lie. Make sure yours add up so that you can stop feeling overwhelmed and over-worked.

In the next video we'll cover the fifth step you can take to nip overwhelm in the bud.

It's really going to rock your world. You won't want to miss it!

Thank you for watching this video. It's great to work with dedicated clinic owners who want to make a difference and succeed in business.

Until next time, serve with spirit, connect with care and do your delegation maths, today!

