



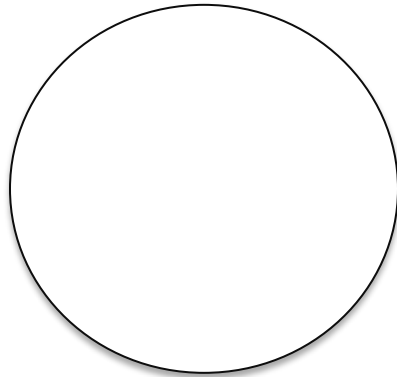
# Think Like An Owner:

*The Leadership Shift That Protects Profit*

## 1. Technician, Manager, Owner: Where Do You Spend Your Time?

In every business, you wear 3 hats:

Role	Description	Example Tasks
Technician	Does the work	Delivering services, responding to emails
Manager	Coordinates the work	Hiring, scheduling, solving team issues
Owner	Builds the future	Strategic planning, pricing, partnerships



## 2. Reflection Prompt:

What's one task you're doing regularly that *someone else* could do just as well (or better)?

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## 3. Where You're Leaking Profit

Check any profit leaks that apply to your business:

- ☐ Underpricing based on time, not value
- ☐ Doing low-value tasks yourself
- ☐ Reacting to the day instead of leading it
- ☐ Avoiding long-term planning
- ☐ Burnout or decision fatigue

**Quick Note:** Profit doesn't come from doing more. It comes from doing the right things.



#### 4. Delegate & Elevate Exercise

Use this grid to identify where your time goes—and what needs to change:

	Great At	Not Great At
Love Doing	Zone of Genius – <b>KEEP</b>	Delegate if Possible
Don't Love Doing	Systematize or Delegate	Offload ASAP – <b>PRIORITIZE</b>

#### Instructions:

Write 1–2 tasks in each quadrant.

Then **star** one task you'll commit to *delegate or automate* this month.

#### Example:

- In "Don't Love / Not Great At" → Bookkeeping, Scheduling Sales Calls

#### 5. One Action I'll Take This Month:

What will you do to shift from *busy technician* to *strategic owner*?

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