**TBP 237 Box With a Bow Edited\_Transcription**

[Daniel Hill] (0:05 - 11:51)

Welcome to the Blueprint Podcast. In these episodes, I'm going to share with you my life's work boiled down into simple blueprints that I used to build a 10 million pound portfolio and retire with financial independence at the age of 35. You can listen to these podcasts in any order, and I guarantee you that when you execute them in practice, you will see that success and failure are both very predictable.

Let's get into the next blueprint. Most entrepreneurs run average teams and businesses at best because they lack this one secret skill. There's a big difference between abdication and delegation.

And as an entrepreneur, manager and leader, you have to know the difference. The reality is because you pay their salary, you think they should do what you say. However, it is not what you say, it is how you say it.

And in this podcast episode, I'm going to take you through the box with a bow blueprint, which is the difference between becoming a world-class manager and leader who gets high performance from their team and a busy, burnt out and broke property investor whose team never really understand what they want, what they're supposed to do, or how they do it. This is the box with a bow blueprint. This blueprint is an absolute game changer, and I was chatting to one of my fellow directors the other day who shared that a team member who I, back in the day, used to manage, and they now manage, had shared with them how our delegation style was very different.

And when they actually sat down and had one of those great, high value, potentially challenging conversations, it became clear that they weren't necessarily delegating in the most effective manner. And when we stripped it back and talked around it to decide what was the difference, there was key elements about the profile of each person and how you communicate, and that's more an advanced communication strategy. If you've not listened to the podcast episode on the Blueprint podcast called, I Speak Fifteen Languages and They're All English, go and have a listen to that, because that's about advanced communication and how to talk to different profiles.

This blueprint is about the box with a bow, and it's all about how you actually set your team up with all the information they need to go and effectively execute, and you don't have to come back to it. They don't have to ask you loads of questions. You're clear on what you want.

They understand what it is you need, and then the whole thing works really nicely. If you don't use this, you'll find that you spend your life throwing things over your shoulder, abdicating rather than delegating, sending delegation on voice notes and WhatsApp messages, and no one really understands what you want, and you never really receive what you want to actually get, and this is the way to get around it. Rather than throwing tasks over your shoulder and doing voice notes and WhatsApps and leaving post-it notes for people, you want to have a box with a bow and then delegate a task like that.

This is specifically for projects or a significant job or process that somebody is going to take on. It's not necessarily for small tasks. If it's for small day-to-day tasks, you would use the SCS Blueprint, set up, check in, sign off, and you can listen to that on another one of the Blueprint podcast episodes.

This one with a box and a bow works on the basis that in the same way as writing a business plan, you don't actually know what you want until you sit down and write it out and structure it. So if you're going to delegate to somebody else, how are you ever going to do that without the details? What we do is we build this process or this instruction or this thing we're going to delegate into a box.

We put a bow on top so it's all nice and tidy, and then when we pass it over, we never see it again. These are the steps to do that. This could be an operations manual.

It could be a brief strategy document. It could be a project plan, anything. It could be a design brief.

What you want to do is you want to create a new document, and this doesn't need to be 10 pages. Ideally, it would be one or two pages, and you want to include these things. The first is an overview.

So what are we actually doing? Overview. So let's choose something to delegate.

We're going to delegate the six rounds Blueprint episode. You all know what that is. You've listened to the episodes.

Guests arrive. They record the six rounds. I want somebody else to manage that.

I haven't managed it for years. Somebody else manages it. They book the speakers.

They arrange for their collection from the train station. They get the footage of them coming into the studio. We get an intro clip.

We get the podcast released. We get social media clips. We get all of that process, and I have nothing to do with that because at one point, I sat down and created a box with a bow which says, this is what we need to achieve.

This is how we're going to do it. Here you go. So the overview is within this brief, I'm going to share the objective of what we need to achieve for the six round podcast, which is recorded as part of the Blueprint podcast and invites our guests in.

That's the overview. The next is once you've got the overview so people understand what they're looking at is the strategy. So the strategy is we want to invite world class guests to our studio in Nottingham.

We want to collect them from the train station or if they're going to drive, get footage of them arriving in the Rolls Royce. And we want all parties to be completely aligned from booking the podcast to recording it, to editing it, to sharing the content afterwards so that there's no manual elements to the process. It's all automated.

There's set deadlines and everyone knows where they stand. That's the strategy. What are we trying to actually achieve?

So the next section is the steps. Well, what are the steps? Well, the first is we need to select guests.

So how does that happen? The second is we need to book the guests. Well, how is that going to happen?

We need an online booking platform. I don't necessarily need to say what it is, but I need to say we want an online booking platform that can allocate the dates that we have available in the studio for people to come. Somebody in the team sends that out to them.

Once they book on, it then triggers the next step in the process. Once they're booked on, we then need to send them a brief. So the brief that they get sent is a separate document and it says this is what the six round podcast is.

It's 60 minutes. It's in Nottingham. You need to prepare three topics that neither party know about.

Here's some frequently asked questions. Here's some top tips. Here's some links to some examples of people who've done it before.

And what you've done then is within the step process for your box with a bow, you've also created an asset to streamline and systemize the process of bringing the guests in. They would be the steps as to what you want to happen. Some of it you might be explicit, as in we need footage of the guests coming out of the Rolls Royce parked within the studio, walking up the stairs.

And this is to be filmed by one of the videographers at the studio. Or it might be what you want, but not for us to how to do it. We want an online booking platform.

Find an online booking platform that can allocate time slots and people can book in, et cetera, et cetera. So that would be the steps. Then what you want to do is provide the content within each step.

So we talked about how that process works. So right, well, when we've identified a guest, we want them to book on with this link. You then need to write the content of instruction.

So when you receive a notification for a new guest to invite, please send them this link to book on. If you've not received a response within 24 out of 48 hours, please prompt them again. And if you've not received feedback within another 24 hours, please escalate to X, who can then reach out to them on WhatsApp, Instagram, Facebook to to progress it.

You then provide the surrounding content, which explains in written form how each step is going to work. And then what you want to do is provide context. So if you've got a checklist, which is right, these are the 10 things that need to happen.

One book online to send the PDF, et cetera. What we do then is we record videos. So you might use we use loom.

You might use something separate. You want to record a video that provides the surrounding context about what you're talking about. So why is it important?

Why is it why does it work? Why does it need to be done? And there's so many reasons why this is important.

One is because it saves people coming back to you for a conversation. Another is that depending who you're delegating to, if it's a steal, they'll be quite happy to sit and read chapter and verse. If they're a blaze, they'll probably skip through every other word.

And even though they've sort of read it and understood it, they don't really get it and want to want to hear you provide the context. And you want to provide that support in context so that anybody who looks at the strategy follows the steps, reads the supporting content. And then as a full safe listens to your loom video, walking and talking through it, not necessarily reading it, but walking and talking through it with the strategy, the steps, the content, the content and the context.

You'll then have all the information you need, which is 10 times what you actually knew before ready to then delegate. And that is the box with the bow. And the only other one thing that you might send with it or put in it would be supporting resources.

So if they need access to two to six round videos that were sent before, here's two examples. If they need access to the blueprint that's used for writing show notes for all podcasts, you might include that. All of that goes into a box with a bow.

And then you delegate it to somebody and say, here you go. Can you go and do this for me? And nine times out of 10, you never see it again, with the exception of a couple of couple of questions.

This should be a process for you. It should be a work of art. You should sit there and like when you write a business plan or a PDP or property development appraisal or any sort of overview document.

You should sit there and take pride in it. Enjoy the process. Create this masterpiece in a box with a bow, delegate it.

And if you put that much energy and effort into creating it, I guarantee your return will be tenfold when you go and delegate it. So don't go and throw tasks over your shoulder. Don't send voice notes and expect dictations to be written.

You need a box with a bow. Use this blueprint. And I guarantee it will take everything you do with your team and delegation as a leader, manager and property entrepreneur to the next level.

Success and failure are both very predictable. I hope you enjoyed that. I will see you on the next episode.

I hope you enjoyed this blueprint podcast episode. If you're not already subscribed, sharing these, this is my lifetime's work. And every Tuesday, I'm giving you one blueprint away for free.

These things are unique. They're proven. They've enabled me to build over a 10 million pound portfolio in a few short years.

And over the last 20 years, start, systemize, scale and sell over 40 different companies. If you like them, share them, subscribe. Make sure you don't miss a single episode.

And tune in every Tuesday for a brand new episode. And then follow me daily on Instagram for free content, post twice a day, completely free of charge. Success and failure are both very predictable.

I'll see you on the next episode.