Course: Solopreneur to CEO: The Playbook for Sustainable 7-Figure Scaling

Lesson 2: Your "Genius Zone" & The "Delegate-It-All" List

1. Core Concept & Learning Objective

Core Concept (149 words): The "CEO" mindset (L1) is useless without "CEO" *action*. The first action is to identify your "Genius Zone"—the 1-3 high-value, high-energy tasks that *only you* can do (e.g., "Designing 'Strategy'," "Closing 'High-Ticket' sales"). *Everything else*—from "editing videos" to "customer support" to "bookkeeping"—is a "$5/hr" task (L1) that *must* be delegated, automated, or eliminated. This lesson teaches you to conduct a "Task Audit" (similar to C4, L1) but with a "CEO" filter. You will create the "Delegate-It-All" list, which becomes the "job description" for your *first hire* (L4).

Learning Objective: By the end of this lesson, you will be able to **perform** a "Genius Zone" audit, **identify** the 1-3 high-value tasks only *you* can do, and **categorize** *all other* business tasks for delegation, automation, or elimination.

2. Interactive Content Activities

Activity 1: Case Study: "The 'Burnt-Out' Genius'"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
  1. Read the two scenarios:
  2. **'Founder A' (The 'Genius' Doer):** Is a "genius" at "Sales" (her 'Genius Zone'). But she spends 80% of her week "doing admin," "sending invoices," and "editing social clips." She is "too busy" to "sell." Her "revenue" is "stuck."
  3. **'Founder B' (The 'Genius' CEO):** Is *also* a "genius" at "Sales." She "delegated" (L4) *all* her "admin" and "editing" (her "Delegate-It-All" list). She

spends 80% of her week *only* in her "Genius Zone" (selling). Her "revenue" *triples*.

4. In the text box, answer: "What is the *only* difference? How did 'delegating' the '$5/hr' tasks *directly* lead to 'tripling' her 'revenue'?"

- **Expected Outcome:** An "a-ha" moment that "delegating" is not a "cost"; it is an "investment" that *buys back* your "time" to work on "$5,000/hr" (L1) tasks.

Activity 2: Strategic Exercise: "The 'Genius Zone' 3-Circle Audit"

- **Type:** Strategic Exercise

- **Time:** 20 minutes

- **Instructions:**

  1. Open the "Genius Zone" (Venn Diagram) worksheet.

  2. It has 3 "circles":

     - 1. "What I am *Great* at."

     - 2. "What I *Love* doing."

     - 3. "What *Drives 80%* of my 'Profit' (C6, L8)."

  3. Your task: List your "tasks" in these 3 "circles."

  4. The "intersection" (the "sweet spot" in the *middle* of all 3) is your **"Genius Zone."**

  5. (e.g., "My 'Genius Zone' is: 1. 'Sales Calls', 2. 'Strategy Design', 3. 'Hosting Webinars'").

- **Expected Outcome:** A crystal-clear, "CEO-level" "job description" for *yourself*. If a task is *not* in your "Genius Zone," you *must* delegate it.

Activity 3: Strategic Exercise: "The 'Delegate-It-All' (DIA) List"

- **Type:** Strategic Exercise

- **Time:** 15 minutes

- **Instructions:**

  1. This is the *opposite* of your "Genius Zone."

  2. Open the "DIA List" (worksheet).

3. Your task: List *10 tasks* you *do every week* that are **NOT** in your "Genius Zone" (from Activity 2).

4. *Example:*

   - 1. "Editing my podcast."

   - 2. "Creating social media graphics."

   - 3. "Tagging my 'expenses' (C6, L6)."

   - 4. "Answering 'basic' customer support."

   - 5. "Scheduling..."

- **Expected Outcome:** This "list" is *literally* the "job description" for your *first hire* (L4).

Activity 4: "My 'Genius Zone' Is..." (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion

- **Time:** 10 minutes

- **Instructions:**

  1. Go to the community discussion board.

  2. **Post:** "I did the 'Genius Zone' Audit (Activity 2). My 'Genius Zone' is 1, 2, and 3."

  3. *Example:* "My 'Genius Zone' is: 1. 'Writing my 'Evergreen' (C5) emails', 2. 'Coaching my 'Premium' (C5) clients', and 3. 'Designing 'New Products' (C5).'"

  4. Reply to one other student's "Zone" and ask: "What is *one task* (from your 'DIA' list) you *must* 'delegate' *this month* to 'protect' that 'Zone'?"

- **Expected Outcome:** A public "commitment" to your "CEO" role.

3. Assignment & Project Milestone

Assignment: The "Genius Zone" & "Delegate-It-All" (DIA) Plan (Component 2 of Final Project)

- **Estimated Time:** 60 minutes

- **Deliverable:** A 1-page PDF or Notion document.

- **Description:** This is your *new* "Organizational Chart." It defines the *two* "roles" in your company: "The CEO" (you) and "The 'Doer'" (your future "hire").

- **Step-by-Step Instructions:**

  1. Open the "DIA Plan" template (provided).

  2. **Section 1: "The 'CEO' Role (My 'Genius Zone')."**

     - "This 'role' is 100% 'accountable' for 'Vision, Strategy, Resources' (L1)."

     - "The 'Genius Zone' (Accountable) Tasks are:"

     - (Paste in your 3 "Genius Zone" tasks from Activity 2.)

  3. **Section 2: "The 'Operator' Role (The 'Delegate-It-All' List)."**

     - "This 'role' is 100% 'accountable' for 'Execution' (L4)."

     - "The 'Delegated' (Accountable) Tasks are:"

     - (Paste in your 10+ "DIA" tasks from Activity 3.)

  4. Save this 1-page document. This is Component 2 of your Final Project.

- **Connection to Final Project:** This "Plan" *is* the "job description" you will use in **Lesson 4** ("Hiring Your 'A-Team'"). You "defined" the "role" (L2); now you just need to "fill" it (L4).

- **Evaluation Criteria:**

  - **Excellent:** All sections are complete. The "CEO" tasks are "high-level" and "strategic" (e.g., "Sales"). The "Operator" tasks are "low-level" and "tactical" (e.g., "Editing").

  - **Proficient:** The sections are complete, but the "tasks" are "mixed" (e.g., the "CEO" is still "editing videos").

  - **Needs Improvement:** One or more sections are missing.

4. End-of-Lesson Assessment

(Multiple Choice 1) In the "Burnt-Out' Genius'" case study, why did Founder B "triple" her revenue?

- A. Because she "worked harder" on her "admin" tasks.

- B. Because she "automated" her "Genius Zone."

- C. Because she "delegated" her "low-value" ('$5/hr') tasks, which "bought back" her "time" to focus *only* on her "high-value" ('$5,000/hr') "Genius Zone" (Sales).

- D. Because she "fired" her "Genius Zone." *(Answer: C)*

(Multiple Choice 2) Your "Genius Zone" (from Activity 2) is the "intersection" of:

- A. 1. What I'm "Great" at, 2. What I "Love," 3. What Drives "Profit."

- B. 1. What I "Hate," 2. What is "Low-Value," 3. What "Loses" money.

- C. 1. What is "Easy," 2. What is "Fast," 3. What is "Automatable."

- D. 1. "Sales," 2. "Marketing," 3. "Operations." *(Answer: A)*

(Multiple Choice 3) The "Delegate-It-All" (DIA) List (from Activity 3) is:

- A. A list of *all* tasks *inside* your "Genius Zone."

- B. A list of *all* tasks *outside* your "Genius Zone."

- C. The "job description" for your *first hire* (L4).

- D. Both B and C. *(Answer: D)*

(Multiple Choice 4) The "DIA Plan" (your assignment) is an "Organizational Chart" that:

- A. "Defines" the *two* main "roles" in your scaling company: "The CEO" (you) and "The Operator" (your future hire).

- B. "Defines" your "Genius Zone" *only*.

- C. "Defines" your "DIA List" *only*.

- D. "Defines" your "CEO Mindset" (L1). *(Answer: A)*

(Short Answer 1) What is *one* task you identified in *your* "Genius Zone" (from Activity 2)?

- *(Example Answer: "Designing 'Strategy' for my 'Premium' (C5) clients.")*

(Short Answer 2) What is *one* task you identified in *your* "Delegate-It-All" (DIA) List (from Activity 3)?

- *(Example Answer: "Editing my 'Podcast' audio file every week.")*

(Scenario-Based 1) You are "good" at "Graphic Design" (it's in your "What I am 'Great' at" circle). But you "hate" it (it's *not* in your "What I 'Love'" circle).

- 1. Is "Graphic Design" in your "Genius Zone"?

- 2. Where does this task go?

- *(Answer:* 1. No. It "must" be in *all 3* circles. 2. It goes on the "Delegate-It-All"