

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

Lesson 3: The "Delegate-First" Framework (Creating SOPs)

1. Core Concept & Learning Objective

Core Concept (149 words): You've "defined" the "role" (L2). Now you must learn *how* to "delegate" to it. Most founders fail here: they "dump" tasks, (e.g., "Go 'do' my 'social media'"), which fails. You must "delegate" *processes*. The *only* tool for this is a "Standard Operating Procedure" (SOP). This lesson teaches you the "5-Minute Video SOP." You will *stop* "writing" 20-page "manuals." You will *start* "recording" 5-minute "Loom" videos. You (the "expert") "record" your screen *while* you "do" the task (e.g., "editing a podcast"), "narrating" your "clicks." This "video" *is* the SOP.

Learning Objective: By the end of this lesson, you will be able to **stop** "dumping" (delegating "tasks") and **start** "delegating" (delegating "processes"), and **create** your first "5-Minute Video SOP" (using Loom) for *one* of the tasks on your "Delegate-It-All" (DIA) list (L2).

2. Interactive Content Activities

Activity 1: Case Study: "The 'Task-Dumper' vs. The 'SOP-Delegator'"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
 1. Read the two scenarios (both founders are "delegating" "podcast editing"):
 2. **'Founder A' (The 'Task-Dumper'):** "Hires" an editor (L4). Sends an email: "Here is the 'file'. Please 'edit' it." The editor "guesses" what 'Founder A' wants. The "edit" is "wrong." Founder A is "frustrated" ("See! It's 'faster' if I 'do it myself' (L1)!").

3. **'Founder B' (The 'SOP-Delegator'):** Spends 5 minutes "recording" a "Video SOP" (Loom). ("Here is 'how' I 'edit'. 1. I 'cut' the 'ums'. 2. I 'add' this 'intro' file. 3. I 'export' it as 'MP3'. 4. I 'upload' it 'here'.") The editor "follows" the "video" "checklist." The "edit" is 99% "perfect" on "Try 1."
4. In the text box, answer: "Why did 'Founder A's' "delegation" 'fail'? Why did 'Founder B's' "delegation" 'succeed'? What is an 'SOP'?"
- **Expected Outcome:** An "a-ha" moment that "delegation" only "fails" when you (the CEO) fail to provide a "clear 'SOP'" (a "process").

Activity 2: Tool Exploration: "The '5-Minute Video SOP' (Loom)"

- **Type:** Tool Exploration
- **Time:** 20 minutes
- **Instructions:**
 1. If you do not have "Loom" (or a "screen-recorder"), "install" it (it's "free").
 2. Your task: "Record" a "2-Minute Video SOP" for a *simple*

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