

TOOLKIT 1: THE TIME REALITY CHECK – WORKED EXAMPLE

THE PROBLEM: Most owners spend the bulk of their week on tasks that keep the lights on but don't build a business that can run without them.

THE PAYOFF: In just 10 minutes a day, this tool shows whether you're building a business — or just running a job — and exactly what to cut or delegate first.

HOW TO USE (ONE WEEK ONLY):

- For the next 7 days, record your own time each day against the tasks you do.
- For each task, mark whether it is *Owner Work* (only you can do it, e.g. signing contracts, high-stakes client meetings) or *Business Work* (the business should be able to do it without you, e.g. admin, quotes, payroll, staff training).

Task	Hours (Total)	Owner / Business
Client calls	2	Owner
Admin & email	1	Owner
Quoting & pricing	2	Business
Staff training	1	Business
Marketing follow-ups	2	Business

RULES OF THUMB (INTERPRET YOUR WEEK):

- If more than 50% of your hours are Owner Work, you don't own a business — you are the business.
- If admin takes more than 20% of your week, you're pushing tasks, not steering the ship — delegate, automate, or batch it.
- If you have recurring tasks in Owner Work, design a simple process and hand it off. Free your time for pricing, strategy, and sales quality.





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- At the end of the week, total each row and apply the rules of thumb below.

Task	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	Owner / Business

WHAT THIS MEANS / NEXT MOVES:

- Circle your top three Owner Work tasks by total hours → design a 1-page process and hand each to a capable team member.
- Block out 30 minutes each week in your calendar for Business Work that grows value — things like reviewing pricing, following up leads, or improving production.
- Record your time daily for one week. At the end of the week, review totals. Repeat weekly until you see Owner Work trending down.

Now Build the Business You First Imagined — For Real This Time.

Need help working through this? Or want someone to step in and set it up with you? Contact us at support@letsbuildabusiness.co.