

## 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.



## TOOLKIT 1: THE TIME REALITY CHECK

### 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).
- 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](mailto:support@letsbuildabusiness.co).