



Hone your strengths & delegate your weaknesses



None of us have every skill we need to either run a business single-handedly or head up a team. It's impossible to know and do everything yourself. To be an impactful leader it's essential to be self-aware. That means having a clear understanding of the areas in which you excel, as well as your blind spots.

In order to increase productivity, maximise enjoyment, maintain your energy and be successful, it's important that you recognise what your strengths and weaknesses are.

You should look to:

- Harness your recognised strengths. These are your talents, knowledge or skills - essentially those activities you enjoy. Focus on the things you know you do well, but don't forget to look at other areas, where you might not use some abilities enough.
- Acknowledge your weaknesses. These are your shortcomings, gaps in ability, knowledge or skill - essentially things you'd rather not do. Don't worry or obsess over them and don't waste time trying to fix them.

Strengths – hone and develop!

When you play to your strengths, you'll feel more confident, able to better identify opportunities, reach your highest potential and become more focused, engaged and creative. Check out these 4 tips for how to hone and develop your strengths:

1. Prioritise your strengths and make sure you use them frequently, so you can further develop and refine them. Over time you might become known for your unique skill set.

2. Build upon your other abilities (hidden talents), with coaching and other learning and training. Don't be complacent with what you do - look to go further.
3. Highlight your strengths. Put them on your CV, on your LinkedIn profile and use them when it comes to career management. And if they are mentioned in testimonials or reviews, then don't forget to communicate them widely.
4. Share your strengths, skills and talents with others. As you teach them, watch as your own knowledge automatically increases as a result

Weaknesses - it's all about delegation!

Don't waste valuable time and effort trying to fix your weaknesses as this can lead to negative emotions, low self-confidence and feelings of dissatisfaction and disengagement. Instead think about leveraging the strengths of those around you and utilise the art of delegation. Here's some tips for how to increase you and your team's productivity and effectiveness:

1. Understand the strengths of your team/employees and empower or hire employees with the skills that you don't have – it's all too easy to recruit people who are like us.
2. Outsource roles including admin/secretarial, social media, accountancy, legal services, marketing etc. to other businesses with the knowledge and skills needed to deal with these tasks.
3. Provide your team with access to ongoing support and resources that they may need. This may include coaching, mentoring, training, feedback, recognition, or incentives.
4. Use software/tools to automate complex jobs. This will remove the difficulty and might well save time and money.

The better you are at identifying and dealing with your strengths and weaknesses, the more effective you'll be as a manager and/or leader. For further help call 07734 080073.