



The 5 step
practical guide
for business owners

HOW TO WORK ON YOUR BUSINESS, NOT JUST IN IT

The Business Hub



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Welcome & Introduction

Hi there,

If you're reading this, you're probably a small business owner who's been working really hard, and wondering why growth still feels out of reach. Or that you are completely needed all of the time, in your business.

You're not alone.

Most small business owners get trapped doing everything — sales, marketing, operations, admin, customer service — and the list never ends.

Before you know it, you've built yourself a demanding job, not a business.

This guide is here to help you break that cycle. You'll learn how to shift from doing all the things to leading your business with purpose. My goal is to give you clarity, quick wins, and a path forward — so you can step into the CEO role your business needs.

Let's dive in.

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Why You're Stuck in the Day-to-Day

Stuck in the Weeds

Let's be honest: you didn't start your business to answer endless emails or do reams of admin. Yet somehow, here you are — wearing 12 hats, solving everyone's problems, and wondering when you'll finally have time to focus on the big picture.

Here's what generally happens:

- **You're needed everywhere**
- **You never had time to build systems**
- **Delegating feels risky (nobody does it like you hey?)**
- **Is it too expensive to hire a Manager?**
- **It's easier to do it yourself (for now)**

But here's the truth: as long as you're stuck in the business, your business can't grow beyond you.

To scale, you need space — space to think, lead, plan, and grow.

That means making the shift to actively working ON your business.



What It Means to Work ON Your Business

Working IN the business is:

- Responding to emails
- Doing client work
- Posting to social media
- Handling orders
- Putting out fires – lots of them

Working ON your business is about:

- Creating systems, processes and procedures
- Hiring and developing people
- Building strategy and vision
- Analysing performance
- Making decisions that move the business forward

Both are necessary — but if you're only doing "in" work, you'll always be stuck in survival mode.

You may get by.

Your business may even thrive.

But it will rely totally on you being there.

Some may say, you'll be a slave to your business.



STEP 1 - Audit Your Time

**Start by tracking your time for one whole day.
Then a whole week.**

**Yes, I can hear you groaning from here. Lol.
Just do it !**

Use categories like:

- **Admin**
- **Marketing**
- **Operations**
- **Client Delivery**
- **CEO/Strategic Thinking**
- **Team Management**

Ask yourself:

- **What tasks are consuming me?**
- **Where is my time honestly spent?**
- **What can I stop doing?**
- **What could I delegate?**

**This exercise is eye-opening — and gives you
the raw data you need to take control.**

**Tip: Use a simple spreadsheet, time tracking
app, or journal to log your time.**

**Please do it honestly - you would only be
kidding yourself.**



STEP 2 - Identify Low-Value Tasks

Now, go through your log and highlight:

- **What's low-value (you could delegate or eliminate)**
- **What's medium-value (you could automate)**
- **What's high-impact - that gives you a good return for your time (you should do more of)**

Ask yourself:

- **What drains me?**
- **What ignites me?**
- **What truly drives growth within the business?**

This is where you begin reclaiming your time — by focusing on and protecting your highest-value work.



STEP 3 - Build Systems

Every task you do on a regular basis should have a process.

Examples:

- **A client or staff onboarding checklist**
- **A social media content calendar**
- **A standard sales script**
- **Ordering stock**

Don't overthink it. Just open a Google Doc and write out the steps.

You now have your first SOP (Standard Operating Procedure).

Tip: Record yourself doing the task (e.g., screen share), then send it to a VA or team member to document it for you. The use of AI can also help these days.



STEP 4 - Delegate and Build a Team

If you currently do not have any staff, you don't need to hire a full-time employee to start with. A part-time VA, a bookkeeper, or social media manager can free up hours each week.

Start small:

- **Delegate one task each month**
- **Give clear instructions and expectations**
- **Review results weekly**

Delegation is a muscle — the more you use it, the more you feel comfortable with it and the stronger your business becomes.

Hopefully then you are ready to start building a team. You need to choose your first few employees VERY carefully. They will become the culture of the business.

Tip: Hire slow and fire fast.



STEP 5 - Create & Protect Your CEO Time

Once you have created some time to work ON your business, protect it fiercely. There will ALWAYS be reasons to give that time away to something else. But that is why people get stuck in the weeds.

Block out at least 1 hour a day for CEO time. For thinking, strategy, planning, and growth.

Use that time to:

- **Set goals and priorities**
- **Review performance (business and team)**
- **Forecast future client needs**
- **Build new systems**
 - **Be creative**
 - **Treat it like a meeting with your most important client — because it is.**
 - **Without protected thinking time, you're stuck reacting and fire fighting, instead of leading.**

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Summary & Next Steps

This process is not easy, but it's also not complicated.

It takes a strong desire from you to execute change. It will be easy to just revert back to you doing everything.

You don't have to figure all this out alone. As a business coach and mentor, we help small business owners like you move from overwhelmed owner/operator to confident CEO.

If you would like to see what working together could be like - Here's your next step: Visit www.the-business-hub.co.uk to book a free call.

Let's build a business that doesn't just survive, but thrives because of your leadership, not because of your effort alone.

You've got this.

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