

THE POWER PLAY

Weekly Insights for Family Business Leaders

THE PLAY OF THE WEEK

Stop Doing Low-Value Activities

You started your business with a strong work ethic—willing to do whatever it takes. But at some point, that “do it all” mindset starts working against you. If you’re spending your best energy on low-value tasks, you’re holding your business back.

The most successful leaders I know focus their time on high-value activities that actually grow the business. They delegate or eliminate the rest. Tom Brady doesn’t play defense or kick—he plays quarterback. You should too.

Your business grows when you spend more time in your zone of genius—and less time on everything else.

GET ON THE ICE

This week’s challenge:

1. **List your top 3 high-value activities.** What are the things only you can do that truly move your business forward?
2. **Identify one low-value task you’re still doing.** Maybe it’s paperwork, scheduling, or fixing small problems.
3. **Delegate or eliminate it.** Hand it off, automate it, or just stop doing it. Use that freed-up time for your high-value work.

QUOTE OF THE WEEK

"Your Zone of Genius is the set of activities you are uniquely suited to do."

— Gay Hendricks