The Joy of Business

Zone of Genius Worksheet

My zone of incompetence includes:

These are the things that you don't particularly enjoy and aren't very good at. The aim is to either get rid of them by automating, delegating or just not doing them.

ACTIVITIES	WHAT TO DO ABOUT THEM
WASHING UP	MY PARTNER LIKES DOING THIS. RESULT!
SINGING	DON'T DO IT IN PUBLIC
GRAPHICS	FIND SOMEONE ELSE

My zone of competence includes:

These are the activities you're either okay at, or even good at. But they don't interest you that much and you wouldn't go out of your way to get better at them.

ACTIVITIES	WHAT TO DO ABOUT THEM
PIVOT TABLES	DELEGATE TO EXPERT
WORDPRESS	LEAVE IT ALL TO FIONA (JOY OF BUSINESS CONTENT MANAGER) WHO IS MUCH BETTER AT IT

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Zone of Genius Worksheet

My zone of excellence includes:

This is the area where you probably spend most of your time. But beware, you can get stuck here, and miss out on the rewards of working in your zone of genius. You're pretty good at these things, you maybe stillenjoy doing them, but you don't wake up in the morning and think, "hell yes, I'm going to spend the day doing project management"

ACTIVITIES	WHAT TO DO ABOUT THEM
ORGANISING PROJECTS	automate as much as possible, stick to top level strategy
PUBLIC SPEAKING	DECLINE — UNLESS I'LL GET LOTS OF GOOD CLIENTS OR GET PAID MORE THAN 5K.

My zone of genius includes:

Put in here everything that makes you feel a warm glow when you think of doing it. The activities which most absorb you and create a flow state when you do them. And then check to see if they contribute to making money for you as well, otherwise you might have to delegate them to the zone of excellence. You're looking for where you can make a unique contribution and feel at your best.

Note that these might not be activities where you are currently at genius level, or anything like that. But you could get there…if you spend a bit more time in this zone.

ACTIVITIES	WHAT TO DO ABOUT THEM
WRITING	DO MORE, GET BETTER AT IT
CONVERSATIONS WITH CLIENTS	MAKE A LIVING FROM HAVING CONVERSATIONS WITH CLIENTS

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