

How to Avoid the Hero Syndrome? Replicate Yourself!

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Owners often suffer from the “hero” syndrome. They prefer to do things themselves because they have more confidence things will be done correctly if they do it, and they view the investment required to train someone else to perform a task as a waste of time. This reduces profitability because the owners are the most expensive resources. This robs junior staff from valuable learning opportunities, and it causes employee turnover. Learn how to solve the under-delegation problem by replicating yourself though your partners and by replicating your partners through the staff.

Too many times, owners fails to delegate work and responsibility to employees and as a result, the owner becomes the bottleneck preventing growth, scale and exit. Most importantly, when owners do not replicate themselves, they neglect high value tasks that are of critical importance to growth, scale, and exit - because there are only so many hours in the day.

Replication saves both time and money, allowing a firm to accelerate their rate of growth and scale. Have you solved the under-delegation problem by replicating yourself though your partners - and by replicating your partners through the staff?

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DISCUSSION POINTS:

- > How has replication resulted in an increase in the scale of your operation?
- > What were the ramifications for neglecting to replicate your knowledge and skill in the organization?
- > Have you created a step by step instruction playbook for each task which enable employees to execute work previously performed by the owner?
- > How have you enabled staff members to take on more and more responsibility that has freed you up to work “on” the business.



SEAN MAGENNIS is Sean Magennis is the Chief Executive Officer of Capital 54. He contributes 30 years of experience to entrepreneurs in growing professional services business domestically and globally through growth strategies, turnarounds, acquisitions, and financings. career in management at Dow Chemicals, Ltd.

He ran a professional services firm for 14 years focused on organizational development consulting, people assessment and executive search, which grew to encompass operations in Canada, the USA and Mexico, serving several thousand clients. He has experience with real estate platforms, electricity infrastructure development and financial services. Sean is a past Global President of EO, Entrepreneurs Organization, and an active YPO member.

FROM COLLECTIVE 54

Scaling a business is an important part of growth, but it's easy to make mistakes. Membership in Collective 54 is a resource multiplier that helps you solve problems faster, avoid costly mistakes, find valuable resources and accelerate your success. This is a community for people like you, owners of professional services firms, with opportunities like yours, to grow and scale your business. Members get on-demand, actionable information from experienced peers that isn't being shared anywhere else. Get an edge as you tackle the challenges of scaling your business - in Collective 54.