

# PRODUCTIVITY IS POWER

# NEWSLETTER



## YOUR PERSONALITY STYLE MIGHT BE SABOTAGING YOUR DELEGATION

Your Superpower as a Solopreneur? Your Personality. One of the biggest myths is that delegation is simply about “handing off tasks.” If that were true, everyone would do it easily. But solopreneurs struggle to delegate for a much deeper reason: Your personality type shapes how you work... AND how you avoid letting go.

Over years of coaching entrepreneurs, I’ve seen the same thing: Your personality style doesn’t just influence how you lead – it determines how you delegate, where you resist it, and what keeps you overwhelmed. And when you understand those patterns? You unlock an entirely new level of clarity, freedom, and productivity. Let’s break it down.

### How Personality Influences Delegation (DISC Style Breakdown)

- D Style (Dominant): “I’ll just do it myself.” Your growth edge: Slow down enough to teach the task, so you don’t have to do it forever.
- I Style (Influencing): “I don’t want to feel bossy.” Your growth edge: Delegation is collaboration – and people love clarity.
- S Style (Steady): “It’s easier to just keep doing it.” Your growth edge: Delegation creates stability, not disruption.
- C Style (Conscientious): “No one else will do it right.” Your growth edge: A system ensures consistency – not you doing every step.

Here’s the good news: Every style has strengths that make delegation easier – once you understand your wiring. Delegation isn’t a personality flaw... It’s a personality opportunity.

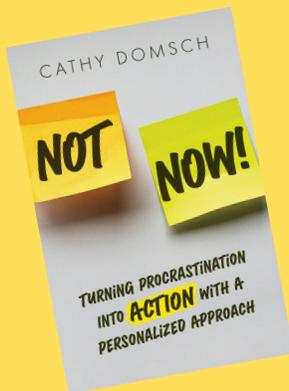
### The Solopreneur Trap: Using Your Strengths Against Yourself

Your personality is your superpower – but when you’re overwhelmed, that same superpower can turn into a barrier:

- D styles burn out by doing too much too fast
- I styles burn out by saying yes too often
- S styles burn out by over-caring and under-asking
- C styles burn out by over-perfecting and over-controlling

And the cycle keeps you stuck in the Technician role – where everything depends on you. But with the right system? Your personality becomes an asset, not an obstacle.

Want to Delegate Based on Your Style? Start with the **FREE Entrepreneur’s Delegation Toolkit.**



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**Schedule a virtual coffee with Cathy to discuss ways we can assist you or your team with reaching your goals!**