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The Hidden Cost of “Doing It All” as a Founder

When to Step Back, Delegate, or Hire

If you’ve built something from scratch, chances are you’ve worn every hat: Sales. Marketing. Product. Finance. Even fixing the printer when it jams.

That scrappy, roll-up-your-sleeves mentality is what gets most founders off the ground. But as the business grows, doing it all doesn’t just drain your time –it quietly caps your company’s potential.

The Real Cost of Doing It All



- **Slower Growth:** When you’re stuck in the weeds, you can’t see or seize the bigger opportunities.
- **Decision Fatigue:** Hundreds of micro-decisions steal energy from the ones that truly matter.
- **Team Stagnation:** If you never delegate, your team never develops. And top talent won’t stick around.
- **Burnout:** It’s not a badge of honor—it’s a warning sign.

How to Know It’s Time to Step Back

Ask yourself:

- *Am I the only one who can do this –or am I just the only one who is doing it?*
- *Would delegating this free me up for strategy, vision, or growth?*
- *Is the cost of hiring someone higher than the cost of me staying stuck here?*



Three Moves to Break the Cycle



01 Delegate with Intention – Don’t just offload tasks; transfer ownership and clarity.



02 Hire Ahead of the Curve – The best time to hire is before you desperately need it.



03 Redefine Your Role – Move from “chief doer” to “chief decision-maker.”

The Bottom Line:

As a founder, your job isn’t to do everything—it’s to build the right people, processes, and priorities so growth can happen without you in every detail.



Ready to Reclaim Your Time?

If you feel stuck in the cycle of “doing it all,” I help founders step back with confidence—so they can focus on the work that only they can do.

CONTACT ME

