

"It's practical, simple and written for the Filipino entrepreneur.
If you already have a team—or you're planning to build one soon—read this book."

- Fibo Lim



GROW YOUR PEOPLE PINOY

**7 Steps to Growing Your Business
Through Your People**

Myrna Tam Natividad

Founder of Business Pinoy

Foreword by Chinkee Tan, Pambansang Wealth Coach

Grow Your People, Pinoy!
7 Steps to Growing Your Business Through Your People

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For the Overwhelmed
Filipino Couplepreneurs

As you GROW your **people**,
you GROW your **business**,
and GROW your **relationship**.





Testimonials

“Grow Your People, Pinoy! is a vital read. As an entrepreneur who built an empire, I affirm its core truth: your business grows only as much as your people do. The book masterfully illustrates the shift from micromanaging to effective delegation, offering a practical 7-Step People Growth Framework for strategic hiring, training, and team building. This guide is powerful mentorship, emphasizing that investing in people is key to success. Highly recommended for all Filipino entrepreneurs!”

-Myrna Tang Yao
President and CEO, Richprime Global Inc.

“Her instructions are clear, doable, and most of all, rooted in real Filipino business values. She clearly speaks from experience (and even heartaches) as a business owner.

If you're ready to stop being the bottleneck and start leading with clarity, this is your playbook.”

-Allan Ngo
Digital Solopreneur

“If you have a business, don't skip this book.

Grow Your People Pinoy by Mommy N shows you how to lead with both heart and structure. Most leaders want to help their team grow, pero hindi nila alam kung saan magsisimula. This book will give you that starting point. Mommy N teaches you how to build a team na aligned sa culture mo, clear sa expectations, at kaya mag-deliver ng results—even without you checking in all the time. It's practical, simple, and written for the Filipino entrepreneur. If you already have a team—or you're planning to build one soon—read this book.”

-Fibo Lim
CEO, Fibo Media

Grow Your People, Pinoy!

“Grow Your People, Pinoy! isn’t just a book: it’s a mentor in print.

Reading through this powerful work by Mommy N feels like sitting across my mentor over coffee as she vulnerably and courageously shares the behind-the-scenes of what it really takes to grow a business in the Filipino context: not only grit and capital, but empowering your people to rise with you.

One line from the book stayed with me: ‘Because growth doesn’t come from doing it all - it comes from trusting others to carry the mission with you.’ That captures everything this book stands for.

As someone who has experienced the ups and downs of entrepreneurship and emerged wiser, she provides practical and actionable steps that are tailor-made for Pinoy entrepreneurs who are ready to grow their businesses and their people.

Mommy N is one of those leaders I sincerely admire. I’ve seen her walk this talk. More than building businesses, she’s built people. And that’s what this book will help you do, too.”

-Joana D. Lazaro
CEO and Co-owner
Laurus Trainings

“Wearing the hat of a Portfolio Founder and Peak Performance Trainer, and with the wings of a Wellness Angel, I believe that true business growth is rooted in the well-being and empowerment of your people. “Grow Your People, Pinoy!” by Myrna “Mommy Negosyo” Tam-Natividad offers a powerful blueprint for developing a thriving team through conscious hiring, compassionate training, and strategic performance management...

Testimonials

The book's simple yet transformative 7-Step People Growth Framework aligns perfectly with my approach—helping entrepreneurs cultivate a resilient, inspired workforce that fuels sustainable success.

When you invest in your team's holistic growth—mind, body, and spirit—you lay the foundation for a business that flourishes with purpose and harmony.”

-Joana Regina Alberto
Portfolio Founder and Peak Performance Trainer

“Reading Grow Your People, Pinoy! Mommy N has once again poured her experience, honesty, and deep care for entrepreneurs into every chapter. As someone who has built and grown businesses while navigating motherhood, marriage, and leadership, I felt seen in so many parts of this book.

Her stories and step-by-step frameworks are practical yet powerful—reminding us that people, not just systems or capital, are the real backbone of any business. One line that struck me deeply was:

‘I kept choosing the business over my family, and every time I did, I lost a little more of the reason why I was working so hard in the first place.’

It's a reminder every entrepreneur needs to hear.

If you're a business owner struggling with delegation, hiring, or just feeling burnt out from doing it all, this book is your gentle (but firm!) wake-up call to lead better, live better, and grow with the people around you.

-Nins Mendoza
Digital Marketing Consultant

Grow Your People, Pinoy!

*“As a Wealth Coach and entrepreneur who helps families and professionals grow both their income and impact, I found *Grow Your People, Pinoy!* to be a game-changer. Mommy Negosyo speaks the truth that many business owners overlook: it’s not always capital that limits growth—it’s how we lead our people. Her 7-step framework is practical, heart-led, and deeply rooted in real Filipino business experience. I saw myself in her stories—the burnout, the need to control, and the painful but powerful shift to delegation and leadership. This book doesn’t just teach you how to manage your team—it inspires you to multiply your business blessings through others. It’s a must-read for anyone who wants to scale with both strategy and soul.”*

-Janice Seniorin-Delacruz
Abundance Multiplier Coach, Author, and Trainer

*“*Grow Your People, Pinoy!* is more than a business book—it’s your wake-up call. Mommy Negosyo reveals the real secret to scaling your business: not more capital, but better people. Through her proven 5-step framework, heartfelt stories, and deeply Pinoy wisdom, you’ll learn how to delegate with confidence, lead with purpose, and build a team that grows your business and your life. If you’re tired of doing it all and ready to break free from burnout, this book is for you.*

Read this and transform the way you lead. Your dream team—and dream life—starts here.”

-Diana Jane "HR Diana" Mitchell
Founder of YOUniq HR Consultancy Services

Foreword

After nearly five decades—48 years—of working in sales, I've seen every kind of business challenge. I've met business owners who blamed slow growth on a lack of money, only to find that the real roadblock was something deeper. I've learned, often the hard way, that the greatest asset in any business isn't the product or the capital. It's the people.

That's why *Grow Your People, Pinoy!* stood out to me from the very first chapter. As someone who has witnessed the ups and downs of entrepreneurship across generations, I can tell immediately if a book was written just to fill pages—or if it comes from a place of real, hard-earned experience. And let me assure you: this book is the real thing.

Every story, every lesson here is rooted in the author's own journey—mistakes made, lessons learned, breakthroughs achieved. It's not theory. It's not guesswork. It's wisdom forged from years in the trenches, building businesses, managing people, and balancing the needs of both family and enterprise.

What I appreciate most about this book is its honesty. It doesn't shy away from the painful truths—like how trying to do everything yourself will only lead to burnout, or how neglecting to invest in your team will eventually stall your business, no matter how hard you work. Instead, it offers real solutions—simple frameworks, actionable steps, and powerful encouragement for anyone who wants to grow their business by growing their people.

To everyone picking up this book: you're not just reading another business guide. You're learning from someone who's walked the talk, who understands our unique Filipino context, and who genuinely wants to help you succeed—not just in business, but in life.

Grow Your People, Pinoy!

I've always believed that personal experience is the best teacher. In this book, you're not only getting proven strategies, but the heart and hard-won wisdom of someone who's been there. If you take these lessons to heart, your business—and your people—will thank you for years to come.

Let's keep growing. Together.



Chinkee Tan
48 Years in Sales
Entrepreneur | Mentor | Fellow Learner

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Introduction

“What is your number one problem in business?”

As a mentor in the DTI Kapatid Mentor ME program, I’ve asked this question to more than 1000 business owners: restaurant owners, bakery operators, retail entrepreneurs, and manufacturers. Their answers are almost always the same:

“Money.”

“I lack capital.”

“I have cash flow problems.”

For the longest time, I believed this too.

My husband and I once thought that more money was the key to solving our business problems.

We needed funds to pay our employees, our suppliers, and our rising expenses.

So, we borrowed...and borrowed...and borrowed.

Grow Your People, Pinoy!

Until one day, we found ourselves drowning in debt—so deep that if we had continued believing money was the issue, we would have lost everything: our business, our family, our future.

But through painful experiences, we learned the truth: Money wasn't the real problem. People were.

The Real *Key* to Business Growth

Most business owners believe that a lack of money is their most significant obstacle to success. But if that were true, then injecting more cash into a struggling business would automatically fix its problems.

The reality is that:

People create money problems.

Low sales?

That's usually a result of how your employees

Introduction

interact with customers.

High expenses?

Someone in your team could be making unnecessary purchases or mismanaging resources.

Slow collections?

It could be poor follow-up from your staff—or a failure to set clear payment terms.

Too much inventory?

That could be a forecasting issue caused by decision-making errors.

At the heart of every business challenge—whether it's profitability, efficiency, or sustainability—is people.

The way you hire, train, measure, and manage your team determines whether your business will struggle or thrive.

You see, I don't want you to go through the same mistakes I made.

This is why I want to show you how to build a

business that runs efficiently, not by throwing more money at it, but by investing in your people.

What This Book Will Teach You

Over the years, I've learned—through trial and error, along with countless lessons—that growing a business starts with growing your people.

In the first part of the book, I identify some roadblocks that prevent you from scaling your business:

Part 1: The Key to Scaling Your Business

Chapter 1. Why Doing Everything Yourself Is Holding You Back

Chapter 2. Why Delegation is Essential for Growth

Chapter 3. What Tasks Do You Need to Delegate

It's not just about hiring the right employees; it's about training them well, setting clear expectations, and rewarding or disciplining them appropriately.

That's why I developed a simple yet powerful framework to help entrepreneurs solve their people

Introduction

problems:

Part 2: The 7-Step People Growth Framework

Chapter 4. Plan Before You Hire

Chapter 5. Hire the Right People

Chapter 6. Train Effectively, Gain Massively

Chapter 7. Measure Your People's Performance

Chapter 8. Reward and Discipline Efficiently

Chapter 9. Audit Tasks and Nip Problems in the Bud

Chapter 10. The Art of Letting Go

Each of these steps is designed to help you build a workforce that is not just skilled but also committed and aligned with your business vision.

By the end of this book, you'll understand why your people—not money—are your greatest resource.

More importantly, you'll have the tools to develop a team that will help your business grow, with less stress and more success.

Grow Your People, Pinoy!

Are you ready to transform your business?

Let's begin.

Love always,

Mommy N^o

PART ONE

The **Key** to Scaling Your Business

"Your business is only as strong as the **people** behind it. Invest in them, and they will build it with you." — Unknown

Why Doing Everything Yourself is Holding You Back

"No one can do it as well as I can."

"It's faster if I just do it myself."

"I don't have time to train someone else."

"I can't afford to hire more people right now."

If you're a business owner, you've probably said at least one of these phrases before.

I get it.

In the early days of starting a business, you have to do everything yourself.

You're the salesperson, the accountant, the customer service rep, and sometimes even the janitor.

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It's part of the hustle, and in those first months or years, wearing multiple hats feels necessary.

But what happens when your business starts growing?

Suddenly, what used to be manageable becomes overwhelming.

You're working longer hours than ever, fixing mistakes, answering endless questions from clients, and struggling to find time to plan for the future.

Instead of running your business, your business is running you.

This is the *Entrepreneur's Trap*—a cycle where

Why Doing Everything Yourself is Holding You Back

business owners try to do everything themselves, thinking it will help them stay in control.

In reality, it's keeping them stuck. If you don't break free from this cycle, your business won't scale.

Worse, it might burn you out completely.

The Illusion of Control

Many business owners fall into the trap of believing that they are the only ones who can do things right.

This often stems from two core fears:

1. *Fear of Mistakes* – “If I let someone else handle this, what if they mess it up?”

2. *Fear of Losing Control* – “If I don’t oversee everything, what will happen to my business?”

These fears lead entrepreneurs to take on too much, refusing to delegate even the simplest tasks. The result?

- You become the bottleneck of your business.
- Your employees are dependent on you for every little decision.
- Your business stops growing because you’re too busy handling daily operations instead of focusing on strategy.

It’s an exhausting, unsustainable way to work.

Signs You’re Stuck

How do you know if you’re holding onto too much?
Here are some telltale signs:

Why Doing Everything Yourself is Holding You Back

- You're working more hours than ever, but feel like nothing gets done.

Your to-do list never seems to shrink, and you're constantly putting out fires instead of making progress.

- You're always fixing mistakes.

You feel like you can't trust others to do things right, so you end up redoing their work.

- You feel guilty taking a break.

If stepping away from your business—even for a day—feels impossible, that's a red flag.

- Your growth has plateaued.

Despite working harder than ever, your revenue

isn't increasing because you're stuck in day-to-day operations.

If any of these sound familiar, it's time to change the way you work.

The Cost of Doing Everything Yourself

Trying to do everything alone doesn't just affect you and the people closest to you—it hurts your business, too.

You Burn Out – Running on stress and exhaustion isn't sustainable.

Many business owners quit, not because their business failed, but because they were too tired to keep going.

Why Doing Everything Yourself is Holding You Back

You Limit Your Business Growth – You can only work so many hours in a day.

If your business depends on you doing everything, it will never grow beyond what you can personally handle.

You Lose Opportunities – While you're stuck answering emails and fixing mistakes, other entrepreneurs are networking, innovating, and expanding.

Your Business Becomes Dependent on You – If you get sick or take a vacation, everything stops.

A truly successful business can run without you.

I've **Been There**

In my second book, *Discover Your Business Calling*, I shared some industries I dabbled in, from selling rice to virtually any product—even feminine sanitary products!

But when I started my first business, I wore every hat imaginable—I was the marketing head, the accountant, and the operations head.

From the moment I woke up to the time I collapsed into bed, my entire world revolved around the business.

I was convinced that if I didn't oversee every single detail, something would go wrong.

Why Doing Everything Yourself is Holding You Back

At first, it felt empowering.

I was helping my husband run our business, making decisions, and proving to myself that I could do it.

I felt like a good wife who was a good “helpmeet” for her husband.

But as the weeks turned into months, I started to feel the weight of it all.

The days got longer, the responsibilities piled up, and the exhaustion settled deep into my bones.

The worst part? I barely had time for my husband, our children, and myself.

My kids were young then, and I told myself that I was working this hard for them, for their future, for their security.

But deep down, I knew something wasn't right.

I would come home late, too tired to ask about their day or even listen when they tried to tell me their school adventures.

When I did make it home early enough for dinner, my mind was elsewhere—wondering if I had ordered enough stock or if a customer complaint was waiting for me the next morning.

I remember one particular night when my youngest daughter tugged at my sleeve and said, "Mom, why are you always working?"

Why Doing Everything Yourself is Holding You Back

Her words hit me like a punch to the gut.

I forced a smile and told her, "Because Mom is doing this for you."

But as soon as she ran off, I felt a deep pang of guilt.

The truth was, I had become a stranger in my own home.

Even when I made time for my family, I wasn't really present.

My heart ached when I was away from my kids, but the moment I was with them, my mind raced with business worries.

It felt like I was failing in many areas—failing as a business owner because I couldn't let go, failing as a

Grow Your People, Pinoy!

wife because the business is not doing very well, and failing as a mother because I was never truly there.

One day, I reached my breaking point.

I had promised to take my children to a school event, something they had been looking forward to for weeks.

But that morning, a delivery at the store was delayed, and I panicked.

I convinced myself that I needed to stay and handle it personally.

“It’s just this one time,” I told myself.

But it wasn’t just one time.

Why Doing Everything Yourself is Holding You Back

It kept happening.

I kept choosing the business over my family, and every time I did, I lost a little more of the reason why I was working so hard in the first place.

That was the moment I knew something had to change.

I couldn't keep living in this constant state of stress, torn between my business and my family.

I needed to learn how to let go, trust others, and create a business that worked without me being in every single detail.

When I became a franchisee of two locally known brands – STI and Chowking – I learned that the only way to grow a business exponentially was to lead and

not do everything myself.

It wasn't easy.

Letting go of control felt terrifying at first. But I knew that if I wanted to grow—not just as a business owner, but as a mother, a wife, and a person—I had to stop doing everything myself.

And that decision changed everything.

Shifting from Worker to Leader

The most significant shift you need to make is realizing that:

Why Doing Everything Yourself is Holding You Back

Your job is not to do the work—it's to build a team that can do the WORK.

Instead of asking, “How can I get everything done?” start asking, “How can I empower others to do this instead?”

Your goal should be to remove yourself from the daily operations so you can focus on:

Big-picture strategy— Where do you want the business to go?

Leadership— How can you inspire and develop your team?

Innovation— What can you do to improve and

expand?

Growth—How can you scale without working 24/7?

This shift doesn't happen overnight, but it starts with a mindset change.

In the next chapter, we'll dive into the power of delegation—how to let go of tasks, trust your team, and free up your time so your business can grow without you doing everything.

Because the truth is, you are not your business.

Your business should work for you—not the other way around.

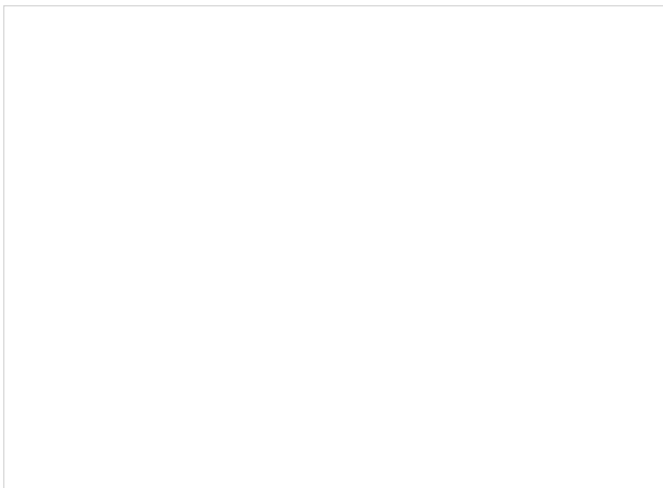
Time to Grow

Are you stuck in the Entrepreneur's Trap?

Which of the "signs" can you relate to the most?



Let's visualize your end goal. How will your life change when you shift from becoming a solopreneur to a business leader? Be as specific as possible.



"The **Leader** is the source and sculptor of the failure, stagnation, or success of his business. PERIOD."

— Rajiv Talreja

Why Delegation is Essential for Growth

I used to believe that the only way to succeed in business was to do everything myself.

After all, it was my name, money, and reputation on the line.

I thought that if I wanted something done right, I had to do it with my two hands.

For years, that belief shaped the way I ran my businesses.

I relied on myself to market my products. I checked every detail, made every decision, and handled customer complaints.

Grow Your People, Pinoy!

If a supplier was late, I was the one making calls to follow up.

At first, this hands-on approach made me feel like I was in control.

However, the reality was that I was suffocating under the weight of my own business.

I was constantly tired, always stressed, and despite all my efforts, I felt like I was barely keeping things together.

Then, we became licensees and franchisees of STI and Chowking, respectively, and everything changed.

Learning the Art of **Delegation**

When we opened our STI franchise, I thought I would run it just like my other businesses—by being involved in every single aspect.

I attended all the meetings, reviewed every supply order, and even ensured the chairs were arranged correctly.

I thought this level of control would guarantee success.

But one day, a representative from the STI franchise management team met with me and asked,

“Myrna, why are you trying to do everything by

yourself?”

I was caught off guard.

“Because I want things done right,” I replied.

Then he said something that completely changed my perspective:

“You are not in the business of providing technical education. You are in the business of leading people who will provide technical education for you.”

That sentence hit me hard.

I realized that STI had already built a system that worked.

If I insisted on doing everything myself, I wasn't

Why Delegation is Essential for Growth

just exhausting myself—I was getting in the way of a well-established process.

The same lesson hit me again when we became franchisees of Chowking, a well-known Chinese restaurant in the Philippines.

Running a restaurant was different from running a school, but the principle was the same:

I couldn't be the cook, the manager, the cashier, and the server all at once.

Chowking had a system that was already working.

My role wasn't to micromanage every department—it was to oversee the bigger picture and let

my team do their jobs.

For the first time, I experienced what it was like to delegate truly.

I trusted my managers to handle operations, relied on my supervisors to implement company policies, and allowed my employees to take ownership of their roles.

And you know what? The businesses ran better without me being involved in every tiny detail.

Overcoming **Delegation Fears**

Many business owners resist delegation because of three main fears:

Why Delegation is Essential for Growth

1. Fear of Mistakes

“If I let someone else handle this, what if they mess up?”

I get it. You’ve built your business from the ground up, and the last thing you want is for someone to make mistakes that could hurt your company.

But here’s the truth: mistakes will happen—whether you do everything yourself or not.

The key is to train your team properly and create systems that prevent significant errors.

Instead of avoiding delegation out of fear, ask yourself: “How can I equip my employees to do this task correctly?”

2. Fear of Losing Control

"If I'm not involved in every detail, will my business fall apart?"

It's a common worry, but let me tell you something I learned the hard way: trying to control everything doesn't protect your business—it limits its growth.

I once knew a business owner who refused to let his employees make decisions.

He had to approve every purchase, every marketing campaign, every schedule change.

The result?

His employees became dependent on him for

Why Delegation is Essential for Growth

everything.

They stopped thinking for themselves, and when he finally needed to step away, his business collapsed because no one knew what to do without his direction.

The real secret to control isn't holding on to everything—it's creating a strong team that can operate without you.

3. Fear of Paying for Help

"I can't afford to hire more people right now."

I used to think that hiring additional employees was an unnecessary expense.

But what I didn't realize was that by trying to do

Grow Your People, Pinoy!

everything myself, I was costing my business even more.

One of my mentors, Rajiv Talreja, taught me that scaling up is possible even with minimal capital.

The most important aspect is the mindset shift: moving from a solopreneur mindset to a CEO mindset.

Think about it: If you, as the business owner, spend hours every day doing tasks that a lower-level employee could handle, you're losing money.

Your time is valuable. It should be spent on growing your business, not on routine tasks that someone else could do.

The Benefits of **Delegation**

Once I embraced delegation, I started to see incredible changes:

- ✓ My businesses grew faster. Instead of being tied to daily operations, I had the time and energy to expand.

- ✓ My employees became more capable. They felt empowered to take ownership of their roles instead of waiting for my instructions.

- ✓ I regained my personal life. I no longer felt guilty for taking a break because I knew my businesses could run without me.

- ✓ I had fewer fires to put out. Since my team was trained and accountable, problems were solved before they reached me.

You Are **Not Your Business**

The biggest lesson I learned from my experiences with STI and Chowking was this:

Your business should not depend solely on you—it should rely on a strong, capable team.

The moment I stopped trying to do everything myself, my businesses scaled faster than I ever imagined.

I had more freedom, more energy, and more time for my family.

Why Delegation is Essential for Growth

If you want to grow your business, you need to let go.

Trust your people. Empower them. Build systems that allow you to step back.

Because at the end of the day, a business that relies entirely on you isn't a business—it's a glamorous job.

Your goal is not just to have a job—it's to build something that thrives, with or without you.

In the next chapter, we'll talk about how to build a self-sufficient team—one that doesn't just take tasks off your plate but actually helps your business grow.

Let's get to work!

Time to Grow

Among the three delegation fears, which one do you resonate with the most? How does it affect you and your business?

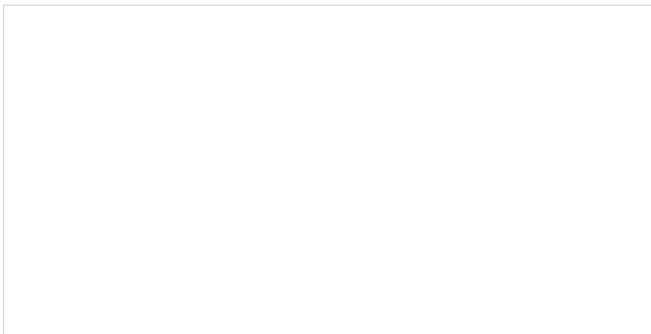


Let's visualize your end goal.

Which delegation benefit do you need the most?

Envision yourself maximizing this benefit.

How will this change your business and your life?



What Tasks Do You Need to Delegate

When I was still starting out, my very first side-hustle was selling rice to my co-teachers.

I was doing everything myself, primarily because I had no choice.

I would take orders from my co-teachers and then source sacks of rice from the supplier.

I only asked for help from the school guard to put the sacks of rice near the waiting area so my co-teachers could pick them up later.

Years later, we opened a jewelry store.

Grow Your People, Pinoy!

It was a different ball game, but still, I was doing everything by myself.

At the time, it felt necessary.

However, as my business grew, so did my responsibilities, and I found myself overwhelmed.

No matter how hard I worked, I felt like I was stuck in the same place.

There were always more tasks to complete, more problems to solve, and not enough time in the day.

That's when I realized: If I wanted to grow my business, I had to stop doing everything myself and start leading a team.

What Tasks Do You Need to Delegate

Delegation wasn't easy at first.

I worried about mistakes, losing control, and whether my team would handle things as well as I did.

But once I embraced delegation, everything changed.

My business grew faster, my team became more capable, and I finally had the time to focus on bigger goals.

You can do this too. I'll walk you through what tasks you should delegate, who should handle them, and how to delegate without losing control.

The Four Types of **Tasks to Let Go**

Not all tasks require your attention.

Some can (and should) be handled by others so you can focus on growing your business.

Here's how to determine what to delegate:

Tasks You Hate Doing (But Are Necessary)

There are tasks you dread doing, but are essential to your business.

Instead of forcing yourself to do them, delegate them to someone who enjoys or specializes in these areas.

What Tasks Do You Need to Delegate

Examples of such tasks can be the following:

- Bookkeeping and payroll
- Administrative work (emails, scheduling, filing)
- Inventory management
- Customer service follow-ups

If there's one task I've always dreaded, it's cooking.

Not because I can't do it—I've learned how to make a decent pasta and have perfected the art of not burning rice—but because it drains me.

The planning, the prepping, the actual cooking, and then the cleanup? It felt like a full-time job I never applied for.

Looking back, homemaking was never really my

strong suit.

As a child, while others were busy playing *bahay-bahayan*, I was in my element playing *titser-titseran*, bossing around my imaginary class with a pretend chalkboard and serious teacher voice.

I thrived in leadership, in ideas, in big visions—not in the kitchen or the laundry room.

But meals had to be made. Daily. Relentlessly.

And as much as I wished my family could survive on takeout and cereal, I knew that wasn't realistic—or healthy.

So, after months of juggling work, meetings, and the ever-recurring “What’s for dinner?” question, I had a lightbulb moment:

What Tasks Do You Need to Delegate

Why not delegate the one thing that drains me most?

That's when I hired a stay-at-home cook—someone who enjoys cooking and brings both flavor and peace into our home.

Now, I walk into the kitchen to the comforting aroma of home-cooked meals I didn't have to lift a finger for.

It's a gift that keeps on giving.

I've realized that just because I can do something doesn't mean I have to.

Delegating this part of homemaking gave me back time, sanity, and even a little joy around food again.

Tasks You're Not Good At (And Shouldn't Be Doing)

Just because you can do something doesn't mean you should.

If a task is outside your expertise, hiring someone skilled in that area will save you time and improve efficiency.

Here are some examples:

- Graphic design, branding, and website management
- IT support and tech troubleshooting
- Legal paperwork and compliance
- Tax preparation and financial reporting

If there's one hat in business I've never worn comfortably, it's the finance hat.

What Tasks Do You Need to Delegate

Managing numbers, tracking expenses, balancing the books—it's like speaking a language I never quite learned.

I've always been more of a visionary, guided by purpose and passion. Spreadsheets? Not so much.

For the longest time, I tried to power through.

I told myself, “This is part of being a responsible entrepreneur.”

However, no matter how many courses I took or apps I downloaded, managing the finances always felt heavy and unnatural.

Then one day, I had a simple but powerful

realization: Why am I struggling alone when someone right beside me has the gift I lack?

My daughter Choo had always been sharp with numbers.

Organized, detail-oriented, and insightful, even under pressure—she was the opposite of me in this area.

So I invited her to take over our business finances, and to my delight, she embraced the role with grace and confidence.

Now, she keeps our finances in order while I focus on what I do best—dreaming big, building relationships, and growing the business.

What Tasks Do You Need to Delegate

It's been one of the best decisions I've ever made.

Delegating to Choo didn't just lighten my load—it strengthened our bond and reminded me that sometimes, the best person for the job is already right by your side.

Tasks That Drain Your Time But Can Be Done By Others

These are tasks that eat up your schedule but don't require your personal involvement.

Delegating them will free up time for more strategic work.

These tasks might include the following:

- Data entry, report generation, and filing

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- Order processing and logistics coordination
- Answering customer inquiries and complaints
- Basic accounting and invoice processing

I used to think video editing was simply drag, drop, and done—until I had to do it myself.

What started as a creative experiment quickly turned into a time-sucking vortex.

Hours would vanish as I trimmed clips, adjusted transitions, hunted for background music, and agonized over font choices for subtitles.

By the end of each session, I wasn't just tired—I was drained.

And the irony? These videos were meant to amplify

What Tasks Do You Need to Delegate

my message and expand my reach.

But instead, they were stealing time from the things I loved most: creating, connecting, and leading.

So I delegated. I found someone whose eyes light up at timelines and color grading—someone who lives for clean cuts and crisp audio.

Letting go of the editing not only saved me hours, but it also gave me back my energy and excitement for content creation.

Now, I record. I speak. I show up. And then, I pass the footage on and trust the magic to happen behind the scenes.

Because sometimes, the most brilliant move isn't learning how to do it all—it's knowing when to let

someone else do it better.

Tasks You Should NEVER Do Because They Limit Your Growth

These are tasks that keep you stuck in daily operations instead of focusing on scaling your business.

If you keep holding onto these, your business will never grow beyond you.

Here are some examples:

- Day-to-day operational decisions that a manager can handle
- Repetitive tasks that don't require your expertise
- Anything preventing you from focusing on strategy, leadership, and expansion

What Tasks Do You Need to Delegate

When I launched my first book, *Grow Your Business Pinoy!*, every book order through our website felt like a celebration.

I'd lovingly pack each copy, write a thank-you note, and head to the courier myself.

It was personal, heartfelt—and completely unsustainable.

As orders grew, so did the hours I spent printing labels, wrapping books, and making post office runs.

What once felt special started to feel like a bottleneck.

My time—precious and limited—was getting swallowed by bubble wrap and tape dispensers.

I realized I was spending more energy on

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packing books than on writing the next one, mentoring business owners, or growing the business.

That's when I knew something had to change.

So I asked my son and his partner to step in.

They brought fresh eyes, efficient systems, and a whole lot of enthusiasm.

What used to take me a full day, they now handle in a fraction of the time—with even more care and precision than I could manage on my own.

Delegating fulfillment didn't just lighten my

What Tasks Do You Need to Delegate

load—it unlocked my capacity to dream bigger, move faster, and focus on what I’m truly called to do.

Because growth doesn’t come from doing it all—it comes from trusting others to carry the mission with you.

If you want your business to scale, you need to let go of tasks that don’t require your direct attention.

Who Should Handle These Tasks?

Once you identify which tasks to delegate, the next step is determining who should handle them.

You have several options:

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1. Virtual Assistants & Freelancers

- Best for admin work, marketing, social media management, and content creation.
- Cost-effective if you don't need full-time help.

2. Employees & Team Members

- Ideal for operations, sales, customer service, and logistics.
- Investing in proper training will ensure long-term success.

3. Managers & Supervisors

- Responsible for leading teams, making decisions, and overseeing operations.
- Delegating authority to them allows your business to run smoothly without your direct involvement.

4. Outsourcing & Automation

- Using accounting firms, payroll services, and

What Tasks Do You Need to Delegate

automation tools can remove repetitive manual work.

- Technology can streamline operations and reduce the need for micromanagement.

The goal is to assign tasks to the right people so you can focus on high-level business decisions.

Are You Ready to Lead?

Delegation is not about giving up responsibility—it's about making sure the right people are handling the right tasks so your business thrives.

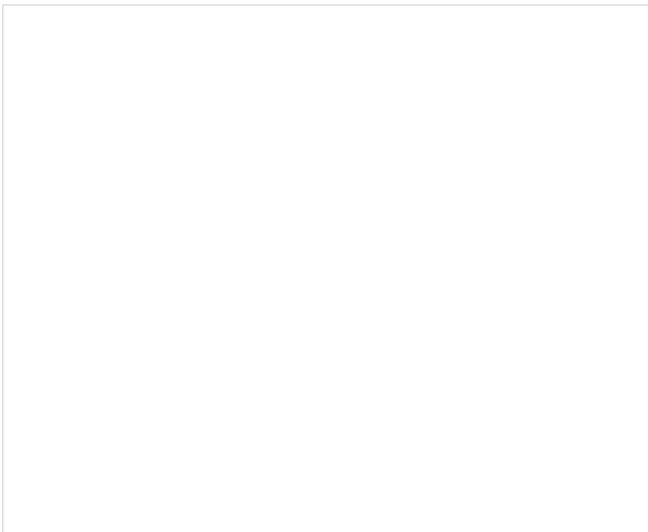
In the next chapter, we'll dive into how to build a high-performing team—one that doesn't just take tasks off your plate but helps you grow toward authentic leadership.

Time to Grow

List down specific tasks among the four groups that you need to delegate.



Identify which of the four delegation options is currently best for you. There may be more than one fit.



PART TWO

**The
7-Step
People
Growth
Framework**

"The **right people** in the **right seats** on the bus – that's how you build momentum."

— Jim Collins

Plan Before Your Hire

“How do I hire the right person?”

“How do I train a new employee?”

“How do I know if employees are working or just being lazy?”

These are just a few of the questions that I often get when managing people.

My answer is always simple: *“Start with a list.”*

One of the biggest mistakes business owners make is hiring people out of urgency or emotion.

I’ve been there.

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I remember when my business first started growing, and I felt overwhelmed by the increasing workload.

Customers were coming in faster than I could handle, orders were piling up, and I was drowning in daily tasks.

So, I did what most entrepreneurs do—I hired the first person who seemed available.

I didn't take the time to assess their skills properly.

I didn't clarify their job responsibilities. I didn't set expectations. I just assumed they would figure things out along the way.

That decision cost me more time, energy, and

Plan Before You Hire

money than if I had waited and planned the hiring process correctly.

The employee struggled; I had to correct mistakes constantly, and in the end, she left after just a few months. I had to start the hiring process all over again.

That's when I realized: Hiring the wrong person is worse than having no one at all.

If you want to grow your business the right way, you must plan before you hire.

The right team won't come together by accident—it will come together because you've carefully built it.

This chapter will help you do just that.

Avoid Hasty, Emotion-Based Hiring Decisions

Many business owners fall into the trap of hiring out of desperation.

Maybe a key employee resigns unexpectedly, or your workload becomes unmanageable, so you rush to fill the gap.

Other times, hiring decisions are based on emotion rather than qualifications.

You might hire a family member because they need a job, or bring on a friend because you feel comfortable with them.

While this approach seems convenient at first, it

often leads to higher turnover, lower productivity, and frustration for both you and the employee.

Signs You're Hiring Reactively

- You hire someone just because they were referred by a friend or family member.
- You skip a proper interview and just “go with your gut.”
- You don't clearly define job responsibilities before hiring.
- You realize, weeks later, that the new hire isn't a good fit but you're stuck with them.

Instead of hiring reactively, hire strategically. That starts with a clear hiring roadmap.

The **Hiring Roadmap**

Before you even post a job opening or review applications, you need to create a hiring roadmap—a structured plan for who you need to hire, when, and why.

A hiring roadmap helps you:

- ✓ Find the right person instead of just filling a spot.
- ✓ Set clear expectations for roles and responsibilities.
- ✓ Reduce turnover by ensuring a good fit from the start.
- ✓ Save time by only interviewing and onboarding the right candidates.

Without a plan, hiring is guesswork. With a plan, hiring becomes a strategic investment in your business growth.

Plan Before You Hire

“Hiring Roadmap? That’s too complicated for me!”

Relax.

A hiring roadmap is simply a list.

We will be making a hiring list.

What to Include in Your **Hiring List**

Your hiring list should be more than just a job title.

It should outline exactly what you need from an employee before you start the hiring process.

Here’s what to include:

1. *Job Roles and Responsibilities*

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- What will this person be responsible for?
- What tasks will they handle on a daily, weekly, and monthly basis?
- Who will they report to?
- What decisions will they be expected to make on their own?

By clearly defining job roles and responsibilities, you ensure that your new hire knows exactly what is expected from day one.

2. Required Skills and Competencies

- What skills are non-negotiable for this role?
- What past experience or certifications are necessary?
- What soft skills (communication, teamwork, problem-solving, etc.) are important?

Plan Before You Hire

Many business owners make the mistake of focusing only on technical skills and ignoring personality and work ethic.

However, while skills can be taught, character and attitude cannot.

It's better to hire someone with the right attitude and willingness to learn than someone who is highly skilled but lacks discipline or commitment.

3. Training Needs and Performance Indicators

Once you know what skills and experience you need, you also need to plan for how you'll train and measure success.

Ask yourself:

- What training will this new employee need to succeed?

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- What are the key performance indicators (KPIs) for this role?

- How will I track and evaluate their progress?

Hiring is not just about filling a position—it's about developing an employee into a valuable contributor to your business.

A good hiring plan includes a strategy for ongoing training and performance measurement.

4. Motivational Factors for Long-Term Engagement

Hiring the right person is only the first step. The next challenge is keeping them.

A great employee won't stay in a job where they feel

Plan Before You Hire

unappreciated, unchallenged, or unmotivated.

That's why you need to understand:

- What will motivate this employee to stay long-term?
- How can I create a work environment where they feel valued and engaged?
- What incentives (bonuses, career growth, work-life balance, etc.) will keep them committed?

The best employees don't just work for a paycheck—they work for purpose, growth, and recognition.

If you fail to provide that, they will eventually leave.

We will delve into items 3 and 4 in the following chapters.

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Hiring should never be rushed.

When you hire the right people, they become the backbone of your business.

They help you scale, improve efficiency, and free up your time for bigger goals.

Before you hire, always plan ahead.

- ✓ Define the role and responsibilities.
- ✓ Identify the necessary skills and training.
- ✓ Set clear performance expectations.
- ✓ Create a work environment that encourages long-term engagement.

Sample **HR Plan** for an Events Planning Company

1. Company Overview

Company Name: Spark Events

Industry: Event Planning and Management

Services: Corporate events, weddings, private parties, product launches, virtual events

2. HR Objectives

- a. Build a reliable and creative team to execute high-quality events
- b. Ensure adequate staffing for peak seasons and events
- c. Promote employee development,

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satisfaction, and retention

- d. Comply with labor laws and health & safety standards

- e. Foster a positive work culture and team collaboration

3. Organizational Structure & Roles

Position: CEO / Events Director

Headcount: 1

Status: Full-time

Key Responsibilities: Strategic planning, client relationships

Position: HR & Admin Officer

Headcount: 1

Status: Full-time

Plan Before You Hire

Key Responsibilities: Hiring, payroll, and employee records

Position: Senior Events Coordinator

Headcount: 1

Status: Full-time

Key Responsibilities: Oversee event planning and execution

Position: Junior Event Planner

Headcount: 2

Status: Full-time

Key Responsibilities: Coordinate with vendors, logistics

Position: Marketing Officer

Headcount: 1

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Status: Full-time

Key Responsibilities: Promotions, social media, and client leads

Position: Finance Officer

Headcount: 1

Status: Part-time

Key Responsibilities: Budgets, invoicing, and financial reports

Position: Event Assistants

Headcount: 3–5

Status: Project-based

Key Responsibilities: On-site support, setup, and customer service

4. Recruitment Plan

Plan Before You Hire

Sourcing Methods: Job boards, social media, referrals, career fairs, intern partnerships

Hiring Timeline:

Jan–Mar: Hire full-time staff

April–June: Recruit assistants for event season

Selection Process: Resume screening → Initial interview → Final interview → Trial task (for planners) → Job offer

Onboarding: 1-week orientation covering company policies, safety procedures, event standards

5. Training & Development

Initial Training: Company values, client communication, event protocol

Ongoing Training:

Monthly skills workshops (e.g., time management, client servicing)

Quarterly vendor tours or networking events

Access to online event planning certifications

6. Performance Management

KPIs by Role:

Event Planner: Client satisfaction scores, event delivery quality, timeliness

Marketing: Lead generation, social engagement, ROI on promotions

Review Process: Bi-annual performance reviews, 360° feedback system, event debrief reports

Plan Before You Hire

Recognition: Employee of the Month, bonuses for successful large-scale events

7. Compensation & Benefits

Base Pay: Competitive with industry benchmarks

Incentives: Project bonuses, referral bonuses

Benefits: Government-mandated benefits (SSS, PhilHealth, etc.), health insurance (after 1 year), team-building retreats

8. Employee Engagement & Retention

Monthly team lunches and birthday celebrations

Annual planning and team-building retreat

Open-door policy for suggestions and concerns

Personal development budget for training or seminars

9. Compliance & Policies

Employment contracts per DOLE guidelines

Clear policies on attendance, dress code, and conflict of interest

Health & Safety protocols for on-site events

Data privacy compliance for client and employee information

10. Contingency Planning

Maintain a roster of freelance staff for last-minute staffing

Cross-train staff to take on multiple roles during lean periods.

Develop SOPs for emergencies (bad weather, client disputes, technical failures, etc.).

Plan Before You Hire

As we go along, we will discuss the items in the HR Plan in greater detail.

When you hire strategically instead of reactively, you build a team that helps your business grow, without burning yourself out.

In the next chapter, we'll discuss how to hire the right people, not just filling positions but selecting employees who will be an asset to your business.

Let's take the next step toward building a strong, capable team!

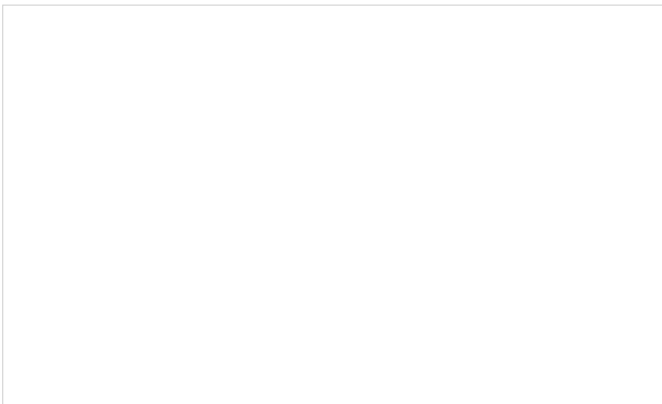
Time to Grow

What key positions in your company need to be filled as soon as possible?



Planning may seem difficult at first. So, let's take it one step at a time.

List down the job roles and responsibilities, as well as the skills and competencies of one key position in your team.



How to Hire the Right People

The right team can make or break your business.

Employees are your company's backbone, and your team's quality directly impacts productivity, customer satisfaction, and profitability.

However, many business owners—myself included—have made the mistake of hiring based on emotions, convenience, or urgency rather than a structured process.

I have seen—and personally experienced—the consequences of hiring the wrong people.

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“Oh, she was recommended by my compadre. That’s why I hired her.”

“He looked honest with those sweet puppy eyes. I think he will be a good driver!”

“She told me how she was beaten by her husband and mistreated by her mother-in-law. Oh, how I pitied her. I hired her on the spot!”

Have you ever done something similar?

I have. And let me tell you—it didn’t end well.

Time and time again, these hires turned out to be considerable pains in the neck!

How to Hire the Right People

Instead of solving my business problems, they created new ones.

I had employees who lacked the necessary skills, didn't fit into the company culture, and caused unnecessary stress because they weren't the right match for the job.

It took years of mistakes, frustrations, and costly employee turnovers before I finally decided to change how I hired people.

I attended seminars, read books, and consulted experts until I found a hiring process that worked.

Now, I want to share with you the key lessons I learned.

Avoid These Common Hiring Mistakes

Many business owners make hiring decisions based on emotions, personal connections, or sheer desperation, and these are the biggest reasons for hiring failures.

Here are the three most common hiring mistakes:

1. Nepotism – Hiring Family and Friends Without Proper Screening

There's nothing wrong with hiring family or friends if they are genuinely qualified for the job.

But often, business owners give special treatment to relatives, skipping the usual hiring process and assuming that trust equals competence.

How to Hire the Right People

The reality? Familiarity does not guarantee capability.

I've seen business owners struggle with relatives who underperform, but they couldn't fire them because of family ties. This creates tension, resentment, and workplace inefficiency.

The Solution: If you hire a family member, treat them like any other applicant—make them go through the same process as everyone else.

No exceptions.

2. Hiring Based on Emotion Instead of Qualifications

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I once hired a woman purely out of sympathy.

She had a sad personal story, and I wanted to help.

But after a few months, it became clear—she wasn't a good fit for the job.

She struggled with tasks, and instead of improving, she became dependent on my pity.

I've also fallen for charming applicants—people who were confident, well-spoken, and had a great personality but lacked the actual skills needed for the job.

The problem with emotional hiring is that feelings fade, but business needs remain.

How to Hire the Right People

You don't need employees who sound good—you need employees who can do the job.

The Solution: Stick to your hiring criteria, no matter how compelling someone's story is. Empathy is good, but it should not override the business requirements.

3. Lack of Screening and Background Checks

Many businesses rush through hiring. They skip background checks, ignore references, and hire based on a short interview.

I've made this mistake before. I once hired a person who seemed great during the interview, only to find out later that he had a history of job-hopping and was fired from their last job due to dishonesty.

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A bad hire is not just a waste of salary—it can damage your business reputation, hurt team morale, and even lead to financial losses.

The Solution: Always do background checks and verify credentials.

Call previous employers. Ask for references.

If an applicant refuses to provide them, consider that a red flag.

Hire Based on a **Structured Process**

After years of hiring mistakes, I learned that a structured hiring process is the only way to ensure you get the right people.

How to Hire the Right People

Here's how to do it:

1. Stick to Your Hiring List

In the previous chapter, we discussed the importance of creating a hiring roadmap.

Now, it's time to use that roadmap to evaluate applicants.

✓ Review Job Roles and Responsibilities – Does the candidate fit the job description?

✓ Check Required Skills and Experience – Do they meet the minimum qualifications?

✓ Assess Attitude and Work Ethic – Do they have the right mindset for the job?

No exceptions. If a candidate doesn't check all the boxes, move on.

2. Create a Hiring System That Filters the Right Candidates

A structured hiring process will save you time, money, and stress in the long run.

Here's a simple but effective three-step system:

Step 1: Initial Screening – Application Review

- Require a detailed resume and cover letter.
- Ask applicants to answer a few short questions about their experience.
- Immediately filter out unqualified candidates.

Step 2: Face-to-Face or Online Interview

- Ask structured questions based on your hiring list.
- Test both technical skills and problem-solving ability.
- Watch for attitude and cultural fit.

How to Hire the Right People

Step 3: Background Check & Final Evaluation

- Call previous employers for reference checks.
- Verify credentials and certifications.
- Discuss salary, expectations, and job responsibilities in detail.

Only hire a candidate when they pass all three steps.

If something feels “off,” trust the process—not your gut.

The Importance of Culture Fit

One of the most overlooked aspects of hiring is company culture fit.

A candidate may have the right skills, but if they

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don't align with your business values, they won't last long.

Ask yourself:

- Does this person share our work ethic and values?
- Will they get along with the team and company culture?
- Do they show initiative, responsibility, and commitment?

The best employees don't just have skills—they have the right mindset.

Hiring isn't just about filling a position—it's about investing in the future of your business.

What if You **Don't Have a Budget** for Hiring?

As business owners, we have to manage our resources and allocate them well, and this includes money.

You might be thinking, “Having a team is well and good, but I don’t have the budget to scale right now.”

My mentor, Rajiv Talreja, shares this valuable piece of advice:

“You don’t have to hire a whole team all at once. Start with the most critical position, then add more members to your team as you gain more resources.”

Many business owners struggle with people problems because they didn’t hire properly in the first place.

If you don't want to waste time, money, and energy dealing with the wrong employees, take the time to hire the right ones.

If you do this right, you will build a strong, reliable team that will help you grow your business—without the constant headaches of bad hires.

In the next chapter, we'll discuss how to train your employees the right way so they become productive, engaged, and committed members of your team.

Time to Grow

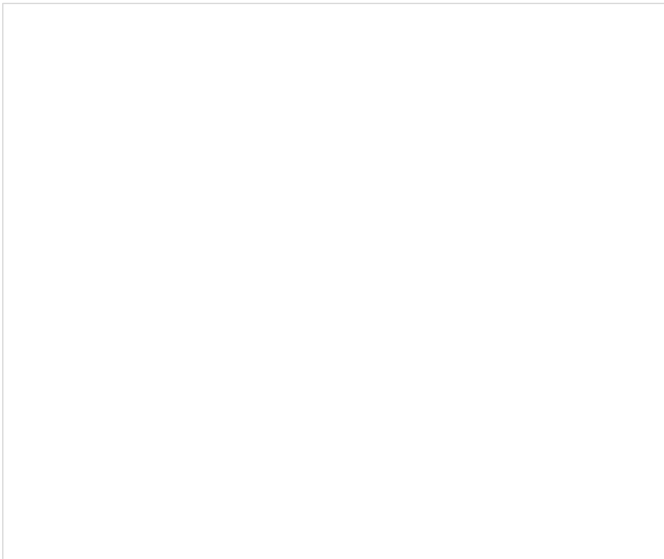
Which among the three hiring mistakes is affecting your business the most?



Share your experience in strategically hiring a team member.

What went right?

What could be improved?



"Companies that **grow people**
are the ones that **thrive**.

Your greatest investment is in
your team." — Simon Sinek

Train Effectively, Gain Massively

Hiring the right people is just the beginning.

To truly grow your business, you need to train your employees the right way—not just to perform tasks but to develop them to become skilled, competent, and engaged members of your team.

Many business owners believe that training is just about teaching knowledge.

However, practical training is about transformation—shaping not only what employees know but how they think, work, and behave.

Training is About **Transformation**

When I first started conducting training sessions, I had no real system.

I simply copied what I had experienced in seminars.

“Ma’am Myrna, why did you conduct that exercise?”

“Why did you tell that joke?”

“Why did you have to give a definition that made it more confusing for us?”

These were the kinds of questions my employees asked me after my training sessions. And I had no real answers.

I used to attend three-day to one-week seminars,

Train Effectively, Gain Massively

taking volumes of notes, copying jokes from the speakers, and replicating their activities. I assumed that if those methods worked for me, they would work for my employees too.

But I was wrong.

Training is not about copying what worked for you—it's about creating a structured learning process that works for your employees.

Through trial and error, I discovered a better way to train people: the K-A-S-H framework.

The K-A-S-H Framework for Effective Training

The K-A-S-H framework focuses on four key areas that must be developed in every employee:

1. Knowledge – Understanding what needs to be done and why.
2. Attitude – Developing the right mindset and motivation.
3. Skills – Ensuring they can actually perform the job.
4. Habits – Reinforcing consistency and long-term excellence.

Let's break each one down.

Knowledge – What Employees Need to Understand

Train Effectively, Gain Massively

Many business owners assume that employees will "figure things out" on their own.

But without proper knowledge, employees will either:

- Perform tasks incorrectly.
- Develop bad work habits.
- Constantly rely on you for guidance.

That's why training should start with clear explanations of:

- ✓ The company's goals and vision.
- ✓ The employee's role and responsibilities.
- ✓ The purpose of their tasks and how they contribute to business success.

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When employees understand why their job matters, they take more ownership of their work.

Attitude – Instilling the Right Mindset

Even if employees know what to do, they won't do it well if they don't have the right attitude.

Have you ever hired someone who had the skills but lacked discipline, motivation, or commitment?

It's frustrating.

A bad attitude can turn even the most talented employee into a liability.

To train attitude, focus on:

✓ Encouraging initiative and problem-solving.

Train Effectively, Gain Massively

✓ Reinforcing values like integrity, teamwork, and accountability.

✓ Setting expectations about professionalism, customer service, and work ethic.

Employees with the right attitude don't just do their jobs—they take pride in their work and go the extra mile.

Skills – Ensuring Competency in Tasks

Knowing what to do is not the same as being able to do it.

I once trained employees by simply giving instructions and demonstrating tasks, assuming they would immediately understand.

But when I observed them later, I realized they

weren't applying what they learned.

That's when I changed my approach.

The best way to train skills is to follow a "Tell, Show, Do, Review" method:

✓ Tell – Explain the task in detail, why, and how the task is done.

✓ Show – Demonstrate how it's done.

✓ Do – Let the employee practice while you observe.

✓ Review – Give feedback and correct mistakes.

Role-playing and hands-on practice are critical. It's not enough for employees to passively receive information—they must actively apply what they've learned.

Train Effectively, Gain Massively

Habits – Reinforcing Consistency and Long-Term Excellence

Of all four elements in the K-A-S-H framework, habit formation is the most important.

Have you ever noticed that some employees start out strong but eventually stop following what they were trained to do?

That's because training alone isn't enough—you must reinforce it until it becomes a habit.

Here's how to do it:

- ✓ Monitor employee performance regularly.
- ✓ Provide ongoing coaching and corrective feedback.

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✓ Recognize and reward consistency in good practices.

If employees aren't following their training weeks or months later, the training has failed.

To make learning stick, habits must be built through repetition, reinforcement, and accountability.

When I first started training employees, I made a lot of mistakes.

I assumed that simply sharing information was enough.

I believed that if someone had knowledge and skills, they would naturally succeed.

Train Effectively, Gain Massively

But now I know the truth: Real training transforms people.

One of my friends, Diana Jane Mitchelle, a.k.a. HR Diana, grew her team from 5 to 300 because she trained her people well.

She understands how business owners need HR support.

You may not be equipped to personally train your people, but don't let that stop you from seeking the assistance of HR experts.

If you train your people right, they will work better, stay longer, and contribute more to your business.

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In the next chapter, we'll focus on how to measure employee performance—because what gets measured gets improved!

Time to Grow

Using the KASH Framework, list down what Knowledge, Attitude, Skills, and Habits you want to impart to your team or a specific member of your team.

This can serve as your initial training objectives.

You can refine these as needed for succeeding training sessions.



"Train people well enough
so they can leave. **Treat them**
well enough so they don't
want to." — Richard Branson

Measure Your People's Performance

“How do I eliminate the sense of entitlement of my employees?”

“How will I keep my good employees?”

Hiring the right people and training them well are essential steps in growing your business, but your work doesn't end there.

If you don't measure your employees' performance, you'll never know if they're truly contributing to your business's success.

Many business owners assume that as long as the work gets done, everything is fine.

But what if some employees are underperforming without you realizing it?

What if mistakes are being repeated?

What if good employees aren't getting recognized and end up leaving?

This is why measuring performance is not just about evaluating employees—it's about improving them.

1. Setting Clear, Objective Performance Targets

You can't measure performance if you don't define what success looks like.

Many business owners make the mistake of giving

Measure Your People's Performance

employees vague expectations such as the following:

- ✘ “Do your best.”
- ✘ “Work harder.”
- ✘ “Make sure the customers are happy.”

While these statements sound good, they don't provide specific goals.

Employees need clear, measurable targets so they know exactly what is expected of them.

How to Set Effective Performance Targets

A good performance target should be:

- ✓ Specific – Instead of saying “Improve sales,” say “Increase monthly sales by 10%.”
- ✓ Measurable – Use numbers, percentages, or key performance indicators (KPIs).

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- ✓ Achievable – Goals should be challenging but realistic.
- ✓ Relevant – Align targets with the company’s overall objectives.
- ✓ Time-bound – Set deadlines (e.g., “Achieve this goal within three months.”).

Example:

Instead of saying, “Provide good customer service,”

Say: “Respond to customer inquiries within 5 minutes and maintain a 90% positive feedback rating.”

When employees have clear targets, they perform better because they know exactly what success looks like.

2. Identifying **Signs of Underperformance** Early

Underperformance doesn't happen overnight—it develops gradually. If you don't catch the warning signs early, small problems can turn into major business issues.

Common Signs of Underperformance:

Missed Deadlines – Tasks take longer than expected.

Frequent Mistakes – Repeated errors despite corrections.

Low Productivity – Work is slow or incomplete.

Poor Customer Feedback – Complaints increase.

Lack of Initiative – Employees wait for instructions instead of taking action.

Negative Attitude – Lack of enthusiasm, constant excuses, or conflicts with co-workers.

If you notice these signs, don't ignore them. The earlier you address underperformance, the easier it is to fix.

3. Differentiating Between Skill Gaps and Attitude Problems

When an employee isn't performing well, the first question you should ask is:

Is this a skill problem or an attitude problem?

Skill Gaps: Employees Want to Do Well But Lack Training

If an employee is trying but still struggling, they might need more training or guidance.

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Signs of a Skill Gap:

- They put in effort but make frequent mistakes.
- They ask a lot of questions because they're unsure.
- They are open to feedback and willing to learn.

✓ Solution: Provide additional training or assign a mentor to help them improve.

Attitude Problems: Employees Can Do Well But Won't

If an employee knows what to do but refuses to improve, the problem is their attitude—not their skills.

Signs of an Attitude Problem:

- They ignore instructions or refuse to follow company policies.
- They blame others for mistakes instead of taking responsibility.

- They show no effort to improve even after multiple corrections.

✓ Solution: Have a serious conversation with them. If behavior doesn't improve after multiple warnings, it may be time to let them go.

4. Using Data and Observations to Drive Employee Improvement

Many business owners make performance decisions based on feelings rather than facts.

- ✘ “I think she’s doing okay.”
- ✘ “He seems lazy, but I don’t have proof.”
- ✘ “I don’t know if the team is improving.”

Without real data, you can’t accurately measure progress. That’s why you should use a combination of

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data and observations to track performance.

Ways to Measure Employee Performance

Use Key Performance Indicators (KPIs):

- Sales revenue, customer feedback scores, number of completed tasks, etc.

- Example: "Close at least 20 sales per month."

Conduct Regular Performance Reviews:

- Hold monthly or quarterly one-on-one meetings with employees.

- Provide specific feedback on what they're doing well and what needs improvement.

Observe Employee Behavior in Real Work Situations:

- Are they handling tasks efficiently?

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- Do they collaborate well with others?
- Are they consistently meeting deadlines?

Gather Feedback from Others:

- Ask supervisors, co-workers, and even customers for insights on an employee's performance.

If you don't measure performance, you'll always be guessing whether your employees are doing well.

By setting clear targets, tracking progress, and addressing underperformance early, you can create a high-performing team that drives business growth.

A business can only grow as much as its people do. When you measure performance consistently, you ensure that your team is always improving.

Measure Your People's Performance

In the next chapter, we'll discuss how to reward and discipline employees fairly—because great performance should be recognized, and poor behavior should never be ignored.

Time to Grow

What are the KPIs for your team? Make them as specific as possible.

A large, empty rectangular box with a thin black border, intended for the user to write down specific Key Performance Indicators (KPIs) for their team.

Reward and Discipline Efficiently

Managing people isn't just about hiring, training, and measuring performance.

If you want to build a strong, motivated, and loyal team, you need to reward employees who perform well and discipline those who don't.

Many business owners focus only on discipline—correcting mistakes, reprimanding employees, or even firing them when things go wrong.

But rewarding good behavior is just as important as correcting bad behavior.

The Impact of **Recognizing Good Performance**

Have you ever worked hard on something and received zero recognition for it?

How did it make you feel?

Many employees experience this daily.

They show up, do their jobs well, and go the extra mile—but no one notices.

Over time, this kills motivation and leads to disengagement.

Reward and Discipline Efficiently

Employees who feel unappreciated often:

- Lose enthusiasm for their work.
- Start doing the bare minimum.
- Look for better opportunities elsewhere.

On the other hand, employees who feel valued are more likely to:

- ✓ Work harder and take more initiative.
- ✓ Stay loyal to the company.
- ✓ Influence others to do better.

Rewarding good performance isn't just about making employees happy—it's about building a workplace where people are excited to give their best effort.

Simple, Cost-Effective Ways to Reward Employees

Many business owners think rewards have to be expensive.

They imagine large bonuses, company trips, or costly incentives.

But in reality, small, meaningful rewards can have a huge impact.

Here are simple, cost-effective ways to recognize good performance:

Verbal and Written Recognition (P0 Cost)

- A simple “thank you” or a public acknowledgment

Reward and Discipline Efficiently

during a meeting can boost morale.

- Writing a personalized note or email praising an employee's hard work shows appreciation.

Small Perks and Incentives (Minimal Cost)

- Free lunch or coffee for a job well done.

- Flexible work hours as a reward for consistent performance.

- Employee of the Month recognition with a small gift.

Career Growth Opportunities

- Offering training, mentorship, or leadership roles as a reward for excellence.

- Giving top-performing employees bigger responsibilities to show trust.

The goal of rewards isn't just to give gifts—it's to show employees that their hard work is valued.

The Importance of **Setting Clear Rules** and **Enforcing Them Consistently**

While rewards encourage good behavior, discipline ensures accountability.

Many business owners struggle with enforcing rules because they:

- ✘ Feel uncomfortable confronting employees.
- ✘ Fear losing good people by being too strict.
- ✘ Avoid addressing bad behavior, hoping it will improve on its own.

But ignoring rule-breaking doesn't solve

Reward and Discipline Efficiently

problems—it creates bigger ones.

When an underperforming or misbehaving employee faces no consequences, it sends a message that:

- Bad behavior is acceptable.
- Rules don't matter.
- Hardworking employees don't get rewarded, but rule-breakers go unpunished.

This leads to:

- Low morale among good employees.
- Workplace conflicts due to unfair treatment.
- Lower overall productivity because people don't take rules seriously.

The key to effective discipline? Be clear and

consistent.

- ✓ Set clear rules and expectations from the start.
- ✓ Enforce discipline fairly—no special treatment for anyone.
- ✓ Document incidents to ensure transparency.

When employees see that rules apply to everyone, they take them seriously.

Case Study: A Tale of **Two Supervisors**

To understand the impact of rewards and discipline, let's compare two supervisors:

Supervisor 1: Rissa – The Weak Enforcer

Reward and Discipline Efficiently

When Rissa was promoted to supervisor, she faced a tough situation: one of her closest friends, Anna, started breaking rules.

Anna began arriving late, missing deadlines, and ignoring policies. Rissa knew she should discipline Anna, but she was afraid of damaging their friendship.

Instead of addressing the issue directly, Rissa:

- Hinted at the problem through passive-aggressive comments instead of clear feedback.
- Avoided confrontation, hoping Anna would correct herself.
- Complained about Anna to other employees instead of talking to her directly.

The result?

- Anna's behavior got worse because there were no consequences.

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- Other employees lost respect for Rissa because she wasn't enforcing the rules.

-Eventually, the department's performance declined, and Rissa resigned in frustration.

Supervisor 2: June – The Fair Enforcer

June also had a close friend in her team, Sara, who started breaking rules. But unlike Rissa, June addressed the problem head-on.

Instead of avoiding confrontation, June:

- ✓ Called Sara for a private conversation.
- ✓ Clearly explained the issue and how it affected the team.
- ✓ Gave Sara a chance to correct her mistakes.
- ✓ Monitored Sara's performance and followed up regularly.

Reward and Discipline Efficiently

The result?

- Sara improved her behavior because she knew the rules applied to her.
- Other employees respected June for being a fair leader.
- The team's performance stayed strong, and morale remained high.

Key Lessons:

- Ignoring bad behavior doesn't protect relationships—it damages them.
- Good leaders address problems directly, fairly, and consistently.

A great leader knows how to reward the right behaviors and correct the wrong ones.

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If you build a culture where hard work is rewarded and bad behavior is corrected, your team will thrive—and so will your business.

Time to Grow

What are your company's key concerns about rewarding and disciplining your people?

Do you have policies in place?

If none, what are some non-negotiables for your company?

You might want to start there.

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"Leadership means **facing problems early**, not sweeping them under the rug."

— Unknown

Audit Tasks and Nip Problems in the Bud

What If Your Best Employee Quits Tomorrow?

There's a saying in leadership: "What you don't manage, will eventually manage you."

As business owners, many of the challenges we face with our people don't come from sudden, catastrophic events.

They come from small issues left unchecked—imbalanced workloads, unclear expectations, or weak communication. Over time, these little cracks widen until the whole structure shakes.

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The good news is that with intentional auditing and early interventions, you can prevent small problems from becoming costly crises.

Let me share the story of two of my coaching clients, Lilia and Robert, a married couple running a small digital marketing agency with seven employees.

Among their team was a true rockstar—a highly skilled, dependable employee who consistently delivered excellent work. She was the kind of team member every business owner dreams of having.

But one day, Lilia and Robert noticed something troubling: she looked exhausted, worn out, and deeply stressed.

Here's the trap they had fallen into: sometimes we

Growth Sometimes Means Letting Go

mistake capability for availability. Because this employee was so good, they kept piling tasks onto her, trusting that she'd deliver every time.

When I asked about her workload, they admitted that she was handling projects that were essentially the work of three people. Meanwhile, several of her colleagues still had the capacity to take on more.

“You’re not complimenting her,” I told them. “You’re burning her out. You need to check your workload distribution.”

We conducted a task audit—a structured review of who was doing what, and whether the tasks matched the person’s capacity and strengths. Sure enough, their superstar was carrying an unsustainable load while others weren’t being stretched enough.

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The problem wasn't just unfair; it was risky. If their best employee quit from burnout, the whole company would feel the loss.

When I suggested redistributing tasks, Lilia and Robert hesitated. They were worried that the other employees couldn't deliver the same quality. But that fear revealed another issue: they weren't investing enough in developing the rest of the team.

So here's the solution we worked on:

Create a development plan. They identified the skills the other employees needed to grow.

Empower the rockstar to train others. Instead of dumping tasks, she taught her co-workers advanced content creation techniques.

Growth Sometimes Means Letting Go

Distribute the workload more evenly. This lightened her load and gave others the opportunity to grow.

The result? Not only did their star employee stay, but the entire team leveled up. Their company became more resilient because work and knowledge were no longer centralized in one person.

Why Task Audits Matter

This story highlights a principle every business owner should remember: if you don't audit tasks regularly, you risk burnout, disengagement, and even resignations.

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A task audit helps you:

- ✓ Spot uneven workloads
- ✓ Ensure responsibilities align with strengths
- ✓ Identify training needs early
- ✓ Protect your top performers from burnout
- ✓ Build resilience by distributing knowledge across the team

When you don't do this, you create unnecessary pressure points that can break under stress.

Nip Problems in the Bud

As Filipino leaders, our tendency to avoid confrontation also shows up here. Sometimes we see that someone is overloaded or underperforming, but we hope things will balance out on their own. Unfortunately, waiting usually makes the problem worse.

Instead, address issues while they're still small:

If someone is overworked, check if tasks can be delegated.

If someone is underperforming, clarify expectations and coach them early.

If quality is inconsistent, use it as a chance to train, not to blame.

By nipping problems in the bud, you protect both your business and your people.

Practical Task Audit Checklist

Here's a simple guide you can use to audit your team's workload and prevent issues before they grow:

- List all current tasks and projects.

Write down everything your team is working on.

- Assign tasks to names.

Who is doing what? Who owns which deliverables?

- Evaluate workload balance.

Is one person overloaded? Who has available capacity?

- Check alignment with strengths.

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Are people doing tasks that fit their skills—
or just what landed on their desk?

- Spot training opportunities.

What skills need to be developed so others
can share the load?

- Redesign the distribution.

Rebalance tasks fairly, while also
stretching people to grow.

- Communicate openly.

Share the plan with the team so everyone
understands why changes are made.

- Review regularly.

Make task audits a habit, not a one-time fix.

A thriving team doesn't happen by accident. It's
the result of intentional checks and balances, where
leaders pay attention to who is carrying the load, who

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is being stretched, and who needs support.

Remember: it's not just about rewarding your best employees with more work. It's about growing the whole team so that everyone contributes, learns, and succeeds together.

So audit tasks regularly. Listen to the signs of stress before they turn into resignations. Create development plans instead of overloading your superstars.

Because the truth is, your company will only grow sustainably when everyone grows together.

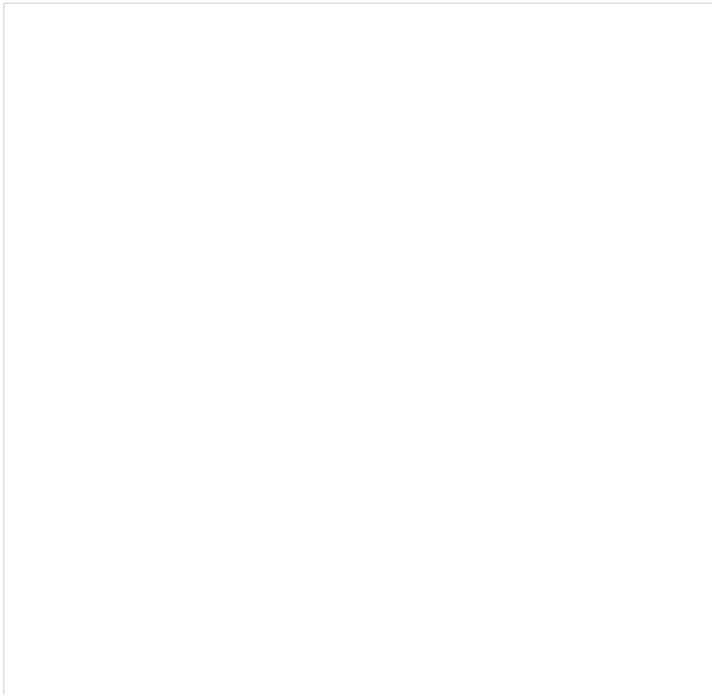
Time to Grow

Who in my team is carrying the heaviest load right now?

Are there signs of burnout or disengagement I've been ignoring?

Which team members could handle more responsibility if given proper training?

When was the last time I conducted a real task audit, and what did it reveal?



"Sometimes **letting go** of someone is the **kindest thing** you can do for them and the **wisest thing** you can do for your business." — Unknown

Growth Sometimes Means Letting Go

Growth doesn't always mean expansion, promotion, or adding new people to your team.

Sometimes, real growth—strategic, cultural, and emotional—means having the courage to let someone go.

In business, few responsibilities are as uncomfortable yet crucial as parting ways with a team member.

It can be messy. Emotional. Unpredictable.

But if you're serious about building a thriving team and a strong culture, you must learn how to do it well.

This chapter is not just about how to fire someone legally (though that matters).

It's about how to let go with wisdom, empathy, and professionalism—how to protect your people, your business, and yourself.

Letting Go is Part of the Journey

I learned from my mentor, Rajiv Talreja, that as business owners, part of the territory is people leaving the company—and that is okay. Not everyone who starts with you is meant to grow with you. People evolve. Businesses evolve. Sometimes, they evolve in different directions.

As leaders, we must be okay with that. What matters is how we handle these exits—especially the hard ones.

The Cultural Trap of **Avoiding Confrontation**

In Filipino culture, we're raised to value harmony.

We dislike confrontation.

We avoid tough conversations because we don't want to hurt others or cause offense.

It comes from a place of empathy—but in leadership, it can backfire.

We wait too long to correct behavior.

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We tolerate poor performance for the sake of peace.

Or worse, we make things so uncomfortable that we hope the person will “quiet quit” and leave on their own.

Let’s call it what it is: avoidance.

Delaying hard decisions or trying to subtly push someone out is neither kind nor effective.

It leads to resentment, confusion, and often, legal or reputational consequences.

Leadership means facing things head-on—with clarity, not cruelty; with compassion, not avoidance.

When Is It Time to **Let Go**?

Letting someone go should never be impulsive. It should be a discerned decision—ideally, this is the result of honest communication, coaching, and an opportunity for growth.

Still, there comes a point where holding on does more harm than good.

Some signs it may be time:

- ☹️ Chronic underperformance, even after support
- ☹️ Consistent misalignment with core values
- ☹️ Toxic behavior that disrupts the team
- ☹️ Repeated accountability failures
- ☹️ Lack of motivation or a growth mindset

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Letting someone go doesn't make you a bad leader.

However, keeping someone who's not a fit in your company can make you a weak one.

A Personal Lesson in The Power of Documentation

Let me share a story from my leadership journey.

Years ago, I had an employee whose performance had been declining for months.

I had multiple coaching conversations, offered additional support, and adjusted her responsibilities.

Each conversation was documented, with signed

Growth Sometimes Means Letting Go

records, written warnings, and performance reviews.

Eventually, we had to let her go.

Shortly after her termination, she filed a formal complaint against me, accusing the company of unfair dismissal.

It could've turned into a legal nightmare—if I didn't have the documentation.

But because I had kept complete, factual, and dated records of every coaching session, every warning, and every missed performance metric, we were able to clearly demonstrate that the termination was fair, justified, and professionally handled.

That experience taught me a powerful truth: documentation is not just protection—it's integrity in action.

It proves that you led with clarity and accountability, not emotion or bias.

Step 1: Prepare with Purpose

Before you let someone go, ask yourself:

- ✓ Have I clearly communicated expectations?
- ✓ Have I given real opportunities to improve?
- ✓ Have I documented everything objectively?
- ✓ Have I sought input from HR, legal counsel, or a mentor?

Letting someone go should never come as a surprise

to them. If it does, the communication failed somewhere along the way.

Step 2: Deliver with Dignity

This is the most emotionally charged moment. But it doesn't have to be brutal.

Use this approach:

- ✓ Be clear. “Today will be your last day with us.”
- ✓ Be respectful. “We appreciate the time and contributions you gave.”
- ✓ Be supportive. “This decision doesn't define your future. We hope you find the right fit where you can thrive.”
- ✓ Be brief. Avoid rehashing past conflicts.

Focus on clarity and closure.

Whether they take it well or not, your job is to maintain professionalism and composure.

Step 3: Reassure the Team

After a termination, your remaining team members will look to you for clarity and stability. They may feel confused, anxious, or even relieved.

This is your moment to lead.

Communicate the decision with discretion and respect.

Don't gossip. Don't overshare.

Growth Sometimes Means Letting Go

Reaffirm the culture. “We’re committed to building a team that lives out our values and supports one another.”

Invite questions. “If you need to talk or process anything, my door is open.”

When done with care, letting go of the wrong person can strengthen trust in your leadership.

Step 4: Reflect and Learn

Every difficult exit is a learning moment.

Ask yourself:

Did I hire too fast or overlook red flags?

Could I have been clearer or more consistent in my

feedback?

What systems or processes need tightening to prevent future issues?

Letting someone go isn't only about them—it's also about your growth into a better, wiser leader.

Letting go is never easy—but it's often necessary.

It doesn't mean you failed. It means you're prioritizing growth—of the business, the team, and even the individual who's being released.

So let go with grace. Let go with strength.

Growth Sometimes Means Letting Go

Let go with the understanding that, sometimes, the best thing you can do for someone's future—and your own—is to end the chapter with dignity.

Because growth sometimes means letting go.

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Is there someone on your team right now whom you're holding onto out of avoidance rather than alignment?

Do you have proper documentation and feedback systems in place to protect both your business and your employees?



Final Thoughts

Congratulations!

You're on your way to growing your business by growing your people.

By now, you understand one of the most important truths in business: Success isn't just about money, strategies, or products. It's about people.

As a business owner, your greatest asset isn't the capital in your bank account or the inventory on your shelves—it's the team that works alongside you every day.

When you grow your people, you grow your business.

That's exactly what this book has been about.

A Quick **Recap** of What You've Learned

Throughout this book, you've discovered a step-by-step framework to build a strong, reliable, and high-performing team:

Chapter 1: Why Doing Everything Yourself is Holding You Back

We faced the issue of how trying to handle every task on your own limits your business growth. When you step out into a leadership role, your business can scale.

Chapter 2: Why Delegation is Essential for Growth

We discussed how delegation isn't losing control—it's gaining the freedom to focus on the bigger picture. A business that depends on you for everything isn't a business—it's a job.

Chapter 3: What Tasks Do You Need to Delegate

We identified which tasks should be delegated so that you, as the business owner, can step back from operational work and focus on growing your business.

Chapter 4: Plan Before You Hire

We discussed how hiring without a plan leads to frustration—and that the right way to hire is to create a structured roadmap based on clear job roles, required skills, and performance expectations.

Final Thoughts

Chapter 5: Hire the Right People

We saw how nepotism, emotional hiring, and lack of screening lead to bad hires. Instead, use a structured hiring system that ensures you bring in the right people for the job.

Chapter 6: Train Effectively, Gain Massively

We dove into the K-A-S-H Framework—which focuses on Knowledge, Attitude, Skills, and Habits—to ensure that employees don't just learn but transform into high-performing team members.

Chapter 7: Measure Your People's Performance

We now understand the importance of setting clear performance targets, identifying underperformance early, and using data to make fair and effective decisions.

Chapter 8: Reward and Discipline Efficiently

We tackled how recognizing good performance encourages excellence, while enforcing discipline fairly keeps the team accountable and productive.

Chapter 9: Audit Tasks and Nip Problems in the Bud

We highlighted the importance of regularly auditing workloads to prevent burnout and inefficiency. By redistributing tasks and developing other team members, leaders can sustain high performance while protecting their best employees from exhaustion.

Chapter 10: The Art of Letting Go

We were reminded as business owners that letting go of employees, though difficult, is sometimes necessary for growth. Avoiding confrontation often leads to greater harm, so leaders must act with fairness, compassion, and proper documentation to protect both their business and their people.

Each chapter has equipped you with practical and proven strategies to turn your business into a people-driven, growth-focused enterprise.

What's Next: Take Baby Steps with Mommy N

Reading this book is just the beginning. The real magic happens when you apply what you've learned and see the transformation in your business firsthand.

That's why I want to invite you to start the journey by taking a baby step. Start with the online course, Get One Task Off Your Plate.

This training is designed to help Filipino business owners like you:

- ✓ Learn how to delegate not just in theory, but by actually doing it.
- ✓ Identify one task that prevents you from reaching your goals.
- ✓ Incrementally offload your tasks so you can focus on growth instead of daily operations.

If you're If you are scared to delegate, or if you have delegated before only to take the task back because it was not done well, this is the course for you. Join us in this exclusive training.

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Sign up today by scanning the QR Code below:



If there's one thing I want you to remember from this book, it's this: Your business will only grow as much as your people do.

When you invest in hiring, training, measuring, and rewarding your employees the right way, your business will run smoothly, grow faster, and bring you more success with less stress.

Final Thoughts

So don't stop here. Take action! Start applying these lessons, join our training, and continue learning how to be a great leader for your team.

I believe in you, and I can't wait to see your business thrive.

Remember: Grow Your People, Pinoy!

About the Author

Myrna Tam-Natividad, known as **Mommy Negosyo** or simply **Mommy N**, is a retired serial entrepreneur who successfully transitioned her businesses to her children. She is widely recognized for her YouTube videos and content aimed at empowering Filipino business owners.



With a mission to touch the lives of one million couplepreneurs, Mommy N draws on her extensive experience to offer guidance and coaching programs. Her journey is one of resilience—overcoming business setbacks, financial challenges, and personal struggles through faith and transformation.

Now, as a certified GoNegosyo Business Mentor and Master Neuro-Transformational Coach, she is dedicated to helping couplepreneurs succeed in their business endeavors.

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Mommy N has spoken on several stages, sharing her insights and inspiring thousands of entrepreneurs, and she continues to accept speaking engagements to empower more business owners across the Philippines and beyond.

She is also the author of two other books:

**Grow Your Business
Pinoy!**



**Discover Your
Business Calling**



These books are gently guiding Filipino entrepreneurs to grow with purpose, resilience, and faith.

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YOUR PEOPLE - NOT MONEY - ARE YOUR GREATEST RESOURCE.

Grow Your People, Pinoy! is a practical and inspiring guide for Filipino business owners, especially couplepreneurs, who want to build empowered and high-performing teams. Rooted in Filipino values and real-life workplace experiences, this book offers actionable strategies to develop your people, cultivate a culture of trust, and lead with purpose. Whether you're managing a small team or running a growing organization, this book will help you bring out the best in your people—and yourself—as a leader.



Myrna Tam-Natividad, also known as Mommy Negosyo or simply Mommy N, is a retired serial entrepreneur who successfully transitioned her businesses to her children. She is widely recognized for her YouTube videos and content that empowers business owners and couplepreneurs to scale up their businesses.

