

**T H E
R O A D
M E T H O D**

How to Create 10+ Hours of Margin
Without Hiring (Yet)

R REMOVE

O OPTIMIZE

A AUTOMATE

D DELEGATE

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The Real Problem

I just need a VA. I must have said it a hundred times. If I could just get some help, everything would be better. So I hired one. And for about three weeks, it felt like relief.

Then reality hit. She was asking me 47 questions a day. I was spending more time explaining things than the tasks would have taken myself.

Most CEO parents try to ADD their way out of a SUBTRACTION problem:

- Add a VA → Still the bottleneck
- Add a system → Nobody follows it
- Add more hours → Still behind
- Add another tool → More complexity

THE TRUTH: You don't need more help. You need less chaos. You need margin FIRST.

The Framework

Four steps. In order. No skipping.

R REMOVE

What can you STOP doing entirely?

O OPTIMIZE

Make what's left faster and easier

A AUTOMATE

Let technology handle the repetitive

D DELEGATE

NOW you have something clean to hand off

WHY MOST PEOPLE FAIL:

They jump straight to D (delegate) and wonder why it doesn't work. You must do R-O-A first.

STEP 1: REMOVE

Get brutally honest. What can you just STOP doing?

This is the most powerful — and most uncomfortable — step. Most CEO parents are doing things nobody asked them to do. Things that don't move the needle. Things they do out of habit, guilt, or fear.

THE REMOVE TEST:

For every task, ask: 'If I stopped doing this entirely, would anyone notice or care besides me?'

If the answer is no — STOP DOING IT.

THE REMOVE AUDIT

List everything you did this week. Circle anything you could STOP doing:

Total hours spent on circled items: _____

STEP 2: OPTIMIZE

Make what's left faster and easier

OPTIMIZATION STRATEGIES:

- Batch similar tasks — Do all emails at once. Context-switching is expensive.
- Create templates — One-click instead of 15 minutes.
- Reduce decisions — Save your decision-making energy for what matters.
- Set time limits — Parkinson's Law: work expands to fill available time.
- Create checklists — Stop relying on memory.

THE GOAL: Same output. Less input.

MY TOP 3 TASKS TO OPTIMIZE

Task 1: Current time: _____ → Target time: _____

How I'll optimize it:

Task 2: Current time: _____ → Target time: _____

How I'll optimize it:

Task 3: Current time: _____ → Target time: _____

How I'll optimize it:

ESTIMATED HOURS SAVED PER WEEK: _____

STEP 3: AUTOMATE

Let technology handle the repetitive

HIGHEST-IMPACT AUTOMATIONS:

- Lead nurture sequences
- Lead → client workflow
- Client onboarding
- Project management
- Client offboarding

TOOLS TO EXPLORE:

CRMs: Dubsado, Hubspot | Email: ConvertKit, ActiveCampaign | Scheduling: Calendly

WARNING: Don't automate a broken process.

AUTOMATE THIS MONTH

TASKS I DO REPEATEDLY THAT COULD BE AUTOMATED:

MY #1 AUTOMATION TO SET UP THIS MONTH:

STEP 4: DELEGATE

NOW you have something clean to hand off

Notice this is LAST. Not first. After you've removed, optimized, and automated... NOW you have something someone else can actually do.

WHAT TO DELEGATE FIRST:

- Tasks that are documented
- Repetitive tasks you've already optimized
- Things that drain you but energize someone else
- Tasks where 80% done by someone else beats 100% done by you

And remember: hire for VALUES first, skills second.

DELEGATION READINESS

- I've removed everything that doesn't need to exist
- I've optimized my remaining processes
- I've automated what can be automated
- I can clearly describe what I need help with
- I have documentation for key tasks

WHEN I'M READY, I'LL DELEGATE:

Task:

Hours this will free: _____ per week

What I'll do with that time:

Your Complete ROAD Audit

Pull it all together. What's your total potential time savings?

TOTAL TIME RECLAIMED

R REMOVE — Hours saved by STOPPING: _____ hours/week

O OPTIMIZE — Hours saved by being FASTER: _____ hours/week

A AUTOMATE — Hours saved by TECH: _____ hours/week

D DELEGATE — Hours I can HAND OFF: _____ hours/week

TOTAL HOURS I CAN RECLAIM: _____ hours per week

Your Next Steps

TAKE THE DIAGNOSTIC

5 minutes to discover your primary zone and get personalized insights. Free.

[TAKE THE FREE DIAGNOSTIC →](#)

BOOK A STRATEGY SESSION

90 minutes to get crystal clear on your zone, your roadmap, and your next 90 days.

[BOOK YOUR SESSION →](#)



Hi, I'm Lauren!

Three years ago, my daughter asked her dad 'why is mom always working?' — and I was standing right there. That moment changed everything. Today I close my laptop at 4 PM every day, never miss Friday pickleball with my daughter, and help other CEO parents do the same. You can have profit AND presence. I'm proof.

profitandpresence.com

[@scalewithlauren](https://www.instagram.com/scalewithlauren)

YouTube: [@ProfitandPresenceCo](https://www.youtube.com/@ProfitandPresenceCo)

I used to work 60+ hours a week, convinced I just needed more help. The ROAD Method is what finally broke the cycle. Now I work 35 and make more than ever.