



Core vs. Non-Core Roles

Are You Investing Time In What Matters Most?

Understanding the difference between core and non-core roles in your business is key to maximizing your productivity and business growth. This infographic will help you identify which tasks to focus on and which to delegate, so you can work smarter, not harder.

What Are Core and Non-Core Roles?

Core roles are the essential tasks that drive your business’s growth, innovation, and competitive advantage – that generate value and revenue. This at the heart of what you do best.

Non-core tasks are important for smooth operations but don’t directly generate revenue– in fact, they are a cost to your business (part of SG&A). These tasks are more generic in nature and can be delegated or outsourced.

Why Delegate Non-Core Tasks?

Delegating non-core tasks frees up your time and energy so you can focus on high-impact work that generates revenue or improved profitability. By outsourcing these activities, you free up time and energy to accelerate business growth while boosting efficiency and potential burnout.

Use this infographic to clearly identify which tasks are core to your business and which can be delegated. Focus your energy on the core activities that drive revenue, growth and innovation, and confidently delegate the non-core tasks to free up your time, increase productivity and reduce stress. Check off each task to assess where you should invest your own efforts and where a virtual assistant or outsourcing partner can support you.

Common Core Tasks	Common Non-Core Tasks
<div><div>Sales</div><p>Developing your pipeline, building relationships and closing deals to drive revenue.</p></div>	<div><div>Administration Support</div><p>Handling paperwork, organization, and general office tasks.</p></div>
<div><div>Marketing Strategy</div><p>Crafting campaign strategies and positioning to attract and retain customers.</p></div>	<div><div>Email/Schedule Management</div><p>Managing your inbox and calendar to keep you on track.</p></div>
<div><div>Community/Network Building</div><p>Growing relationships with your audience and industry peers.</p></div>	<div><div>CRM Management</div><p>Updating and maintaining your customer relationship systems. Optimizing these systems to streamline operations and automate marketing and follow ups.</p></div>
<div><div>Product/Service Design</div><p>Creating and refining offerings that meet your customers’ needs.</p></div>	<div><div>Project Management</div><p>Coordinating timelines, deliverables, and team communication.</p></div>
<div><div>Business Strategy</div><p>Setting the vision and making key decisions for your long-term business success.</p></div>	<div><div>Content Writing</div><p>Creating blog posts, newsletters, and other written materials.</p></div>
<div><div>Financial Management</div><p>Overseeing budgets, investments, and financial planning.</p></div>	<div><div>Marketing/Social Media Execution</div><p>Writing and posting content and engaging with your audience online. Creating and editing video.</p></div>
<div><div>Innovation</div><p>Developing new ideas and solutions to stay ahead of the competition.</p></div>	<div><div>Bookkeeping</div><p>Recording transactions and keeping financial records up to date.</p></div>
<div><div>Partnerships</div><p>Crafting campaigns and positioning to attract and retain customers.</p></div>	<div><div>Website Support</div><p>Maintaining and updating your website’s content and functionality.</p></div>
	<div><div>Event Management</div><p>Organizing logistics for meetings, webinars, and events.</p></div>
	<div><div>Research</div><p>Gathering information to support business decisions.</p></div>
	<div><div>Back Office Operations</div><p>Managing behind-the-scenes processes that keep things running.</p></div>

How a Virtual Assistant Can Help

A virtual assistant can expertly handle your **non-core tasks**, giving you back valuable hours each week to focus on scaling your business. By delegating administrative, marketing, and operational support, you can stay focused on your core strengths and drive your business forward-without the overwhelm.

Ready to streamline your business and take it to the next level?

For more information on On-Demand Talent, visit www.resultsresourcing.net or [book a Discovery Call](#).