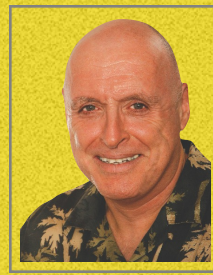


THE EXTRA POINT

BY JERRY ROBERTS



1683 In 2025: Better Work-Life Balance Requires Intention

Today, I'm inspired by my marketing friend to approach the topic of work-life balance. On the surface it seems simple enough. Work enough but not too much, make all the money you need and want, and have time for family and friends. Have a good job, make money, and have a life away from work. What could be the problem? I'm Jerry Roberts, and the problem is that it's a problem to find that elusive sweet spot where we can do all those things. We'll chew this over, next on the Extra Point.

The concept of work-life balance began to gain traction in the workplace in the 1980s and 1990s, but it didn't really gather steam until about 20 years ago. Several factors contributed to this movement:

- More women entered the workforce, and the need to balance professional responsibilities with family life became increasingly important.
- Mental health and well-being in the workplace became a larger issue.
- The rise of technology and the internet made it possible for employees to do more work from home. Schedules for some became flexible.
- Laws and policies changed to acknowledge this cultural shift.

Let's dig in. The concept of work-life balance suggests a clear separation between one's professional duties and their personal life. On the surface, that seems to make sense. In practice, however, it's not so simple.

A lot of people take extreme pride in their work, and their success is a big part of how they see themselves.

The last time you met someone you didn't know and started up a conversation, and when they asked, "So, what do you do?", did you respond, "Well, I spend a lot of time

tweaking my work-life balance." Probably not. More than likely, you spoke for a few seconds about where you work and what you do. They did the same.

Successful individuals tend to blur the lines between work and personal life rather than strictly dividing them. This blending allows them to cultivate relationships that enrich both their careers and personal lives.

Instead of viewing work as a burden they need to escape from, they embrace it as a source of fulfillment and joy. They make meaningful and enjoyable work a central component of their life. Notice the wording...central component. Okay, work is important, work is foundational, got it. Now, how about the "life" part?

Think of your life as a juggling act, where each ball represents different aspects of your work and family life. If you've ever tried it, you know that juggling is hard to master. That being said, the better you get at it, the more enjoyment you get from it.

My marketer buddy would say that it's not so much about how much free time you have away from work that matters, it's what you do with that time.

Are you giving the people you care about your full attention when you're with them? Is it that "quality time" many people speak of?

Let's put the same focus on work. Are you giving your full focus there?

If we do that...give our complete attention to our work when we're at work, and then do the same when with family and friends — then it really wouldn't be so important to have this formal separation we call work-life balance.

I remember when my son was very small, I first heard the phrase, "Kids spell love t-i-m-e.

(Con't.)

I was overwhelmed with wearing too many hats in publishing a magazine and building a training business, that I didn't have a lot of time to spend with him.

So, I focused on a few things he really liked to do, and we did those things several times a week for 15-20 minutes each time. I couldn't do it as often as I wanted, but when I did, I was there and focused.

In our Live2Lead event, we have a saying that we reinforce each year: "Be intentional. Make today count! I think that could be the way to look at work-life balance.

Maybe we shouldn't worry so much about how the balance works, but to make each component of it work.

Love our work. Love the time away from work.

Challenges will come our way and it won't always be "balanced," but if this is our mindset, we're going to be happy with the results.

Tomorrow, we conclude with ideas from a marketing friend, by talking about perfection and the issue of doing more. Do we really need to do more? If so, how much more?

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

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