

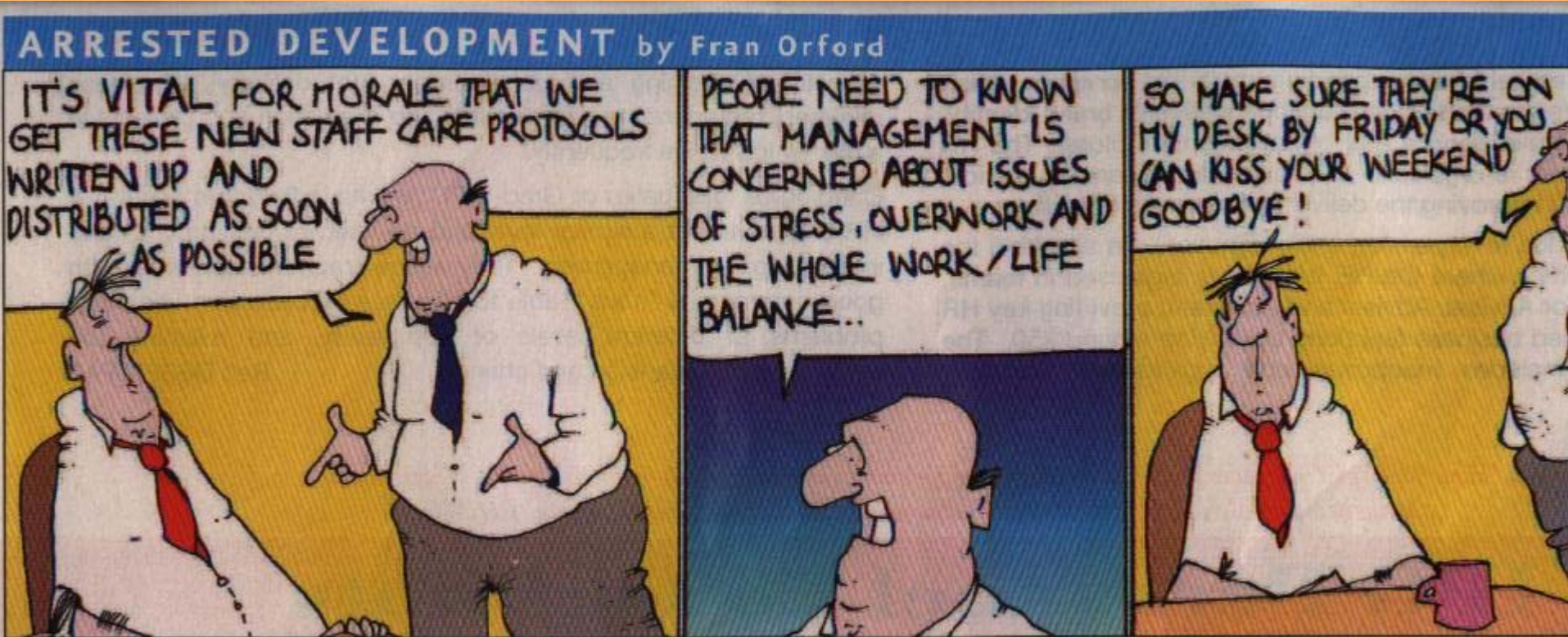
Work Life Balance is Business Critical

Simon Phillips

Business Start Up Show
8th May 2004



What is Work Life Balance?



What is Work Life Balance?

... is a business principle that recognises the role of individuals in the success of an organisation

"Flexibility within a Framework"



The Mega Trends

Case: *MBA final year students indicated that ability to achieve a balanced lifestyle was most important factor in choosing their first employment and 90% singled out work-life balance as a key factor in determining commitment to their employer*

Case: *10,000 managers in Europe, USA, Russia and Japan selected balancing the needs of work and personal life as the most or second most important attribute in a job - valued higher than pay in nearly every country*



2 Strategic Threads

YOU

YOUR BUSINESS



“The good news is your life is
in your hands,
The bad news is your life is in
your hands!”



24/7 System

Step 1 – Balance your life

Live, Love, Learn, Leave A Legacy



24/7 System

Step 2 – Set CARWASH Goals

Chunked
ASK
Reviewed
Written
Accountable
Scheduled
Honest



24/7 System

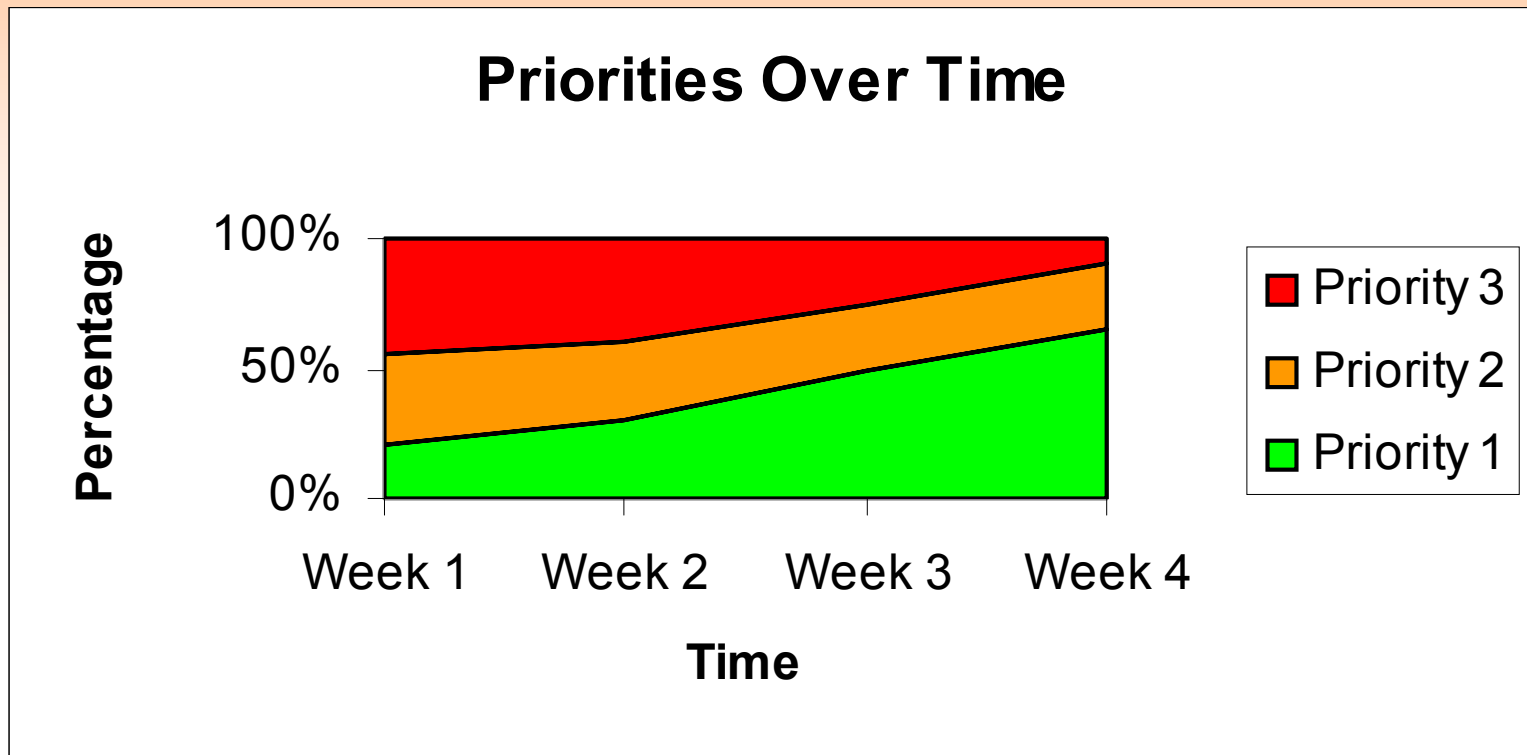
Step 3 – Prioritise for Success

1. Directly Linked to Goals
2. Indirectly Linked to Goals
3. Not Linked to Goals



24/7 System

Step 3 – Prioritise for Success



What is your business framework?

- ▶ **Situation** — you've got a global empire to build
- ▶ **Complication** — legislation and mega trends make flexible working a necessity
- ▶ **Implication** — a new framework is required
- ▶ **Therefore** — you need to think differently



Typical business challenges

- ▶ Recruitment
- ▶ Retention
- ▶ Motivation
- ▶ Absenteeism
- ▶ Customer expectations – 24/7 culture
- ▶ Legislative constraints



What are your challenges & opportunities?

Too busy to ...

Attracting talent

**Over committed to the
business**

**Supply chain/customer
expectations**

Employer of choice

Balancing resources

Union relationships



The Sticks

- ▶ Employment Act 2002
 - ▶ Right to request flexible working
- ▶ Sex Discrimination Act
- ▶ Diversity & Equality legislation
- ▶ More to come...



The Carrot

When a manager helps employees balance their work lives with the rest of their lives ...

... they feel a stronger commitment to the organisation, they invest more in their work ...

... and strong results encourage the manager to continue to practice these principles that help employees strike this work life balance

... so performance improves ...



The Mega Trends (2)

Case: *Most homeworkers put time saved back into their work, managers contributed 50% commuting time, 75% gossip time, 30% business journeys, 100% sick leave.*

Similar results from flexible workers.

Case: *In all major surveys of flexible working organisations since 1998, productivity has improved.*



Usual Approach vs Collaboration



The bottom-line benefits

The effective implementation of Flexible Working will allow you to:

- ▶ Compete in the market for the best people
- ▶ Expand the pool of high quality candidates
- ▶ Boost productivity
- ▶ Improve customer service
- ▶ Increase employee morale
- ▶ Reduce absenteeism and lateness
- ▶ Keep valued employees
- ▶ Reduce costs
- ▶ Increase commitment to business goals
- ▶ Be recognised as a world-class employer
- ▶ Be compliant!

How big is
this for
you?



Keys to Success

- ▶ Commit yourself first
- ▶ Support the managers who will be operating the policies
- ▶ Empower your staff
- ▶ Pilot everything – try & tweak



Delivering Success

“Success is only success if it is sustainable”

- ▶ Think **BALANCE**
- ▶ Set **CARWASH** Goals
- ▶ Priorities **1, 2, 3**
- ▶ Flexibility within a Framework
- ▶ **Act** collaboratively

See www.swiftwork.com for:

- ▶ Online Forums for Executives, Freelancers and Flexible Workers
- ▶ Online training for SME's

