

# How to **MANAGE WORK- LIFE BALANCE**

The demands of building a successful business (especially in the early days) often means work-life balance takes a back seat. Today, you're the Sales Rep; tomorrow, the Marketing Specialist; and the day after that, the Finance Director. This resourcefulness and commitment are essential for business longevity and success, but you can be even more productive by taking time out to recharge. Trust us.

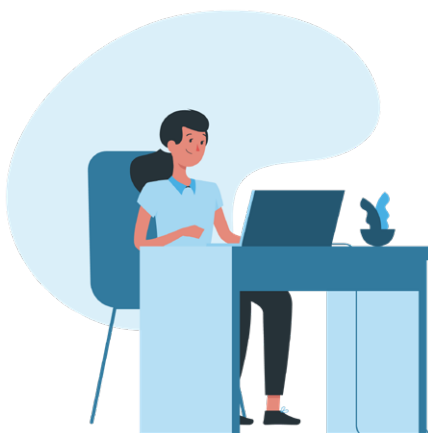
If you're looking for some balance, here are our top tips:

## **DEFINE & PRIORITISE**

Define what work-life balance looks like for you. What's meaningful to you isn't necessarily meaningful to others.

Do you want to strengthen your relationships, watch your children grow up or look after your health?

Once this is clear, prioritise your tasks accordingly.



## **CLEAR GOALS & BOUNDARIES**

Set clear goals for yourself and the business. Say 'no' to projects that do not align with your vision. It's tempting to say 'yes' to everything, but there is little use spreading yourself so thin that you can't deliver the quality of work you are capable of.

Utilise the **Pareto principle** to determine which clients, projects or tasks are of most importance. Pareto's rule suggests that 80% of business outcomes will be a result of 20% of tasks undertaken. Be stringent. Focus on the most important tasks – drop the others or delegate.

## SCHEDULE

Schedule everything and be meticulous and intentional.

Use Google Calendar to map out what your day will look like. Add that lunch date, the reunion six months from now or quality time with the family. What goes in the calendar typically gets done.

## DELEGATE

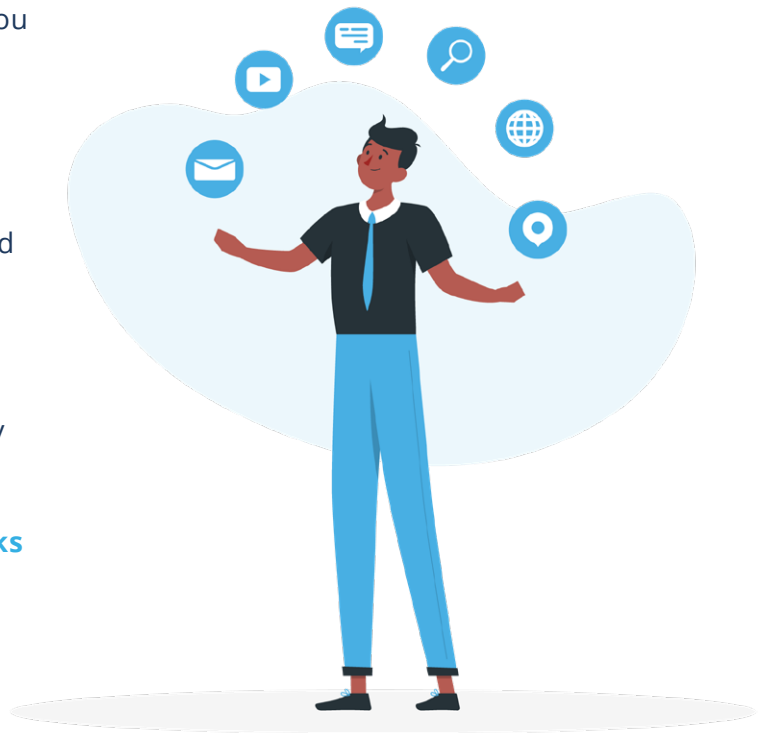
Delegate tasks so you are free to do what you do best; fine-tune and grow your business. Employing or outsourcing work will save time, minimise mistakes, reduce chances of burnout and lower stress. Leverage your [LinkedIn](#) or local business networks to source specialist agencies or freelancers and utilise the skills of a virtual assistant.

If you're a start-up and trying to keep overheads down, exploit technology to remove repetitive tasks that can be done by apps or software. [Monday.com](#) offers HR and project management tools and [Toggl](#) is great for project planning, while [QuickBooks](#) allows you to raise invoices, manage expenses and monitor cash flow.

## BE FLEXIBLE

Work when and where you are most productive, while taking into consideration the typical working hours of your clients and any employees.

There will be instances where work will overlap with your personal life and vice versa. But remember, you are looking to establish a routine that fulfils those areas in life that are most important to you.



## STILL NEED MORE?

Whether starting out, experiencing a period of growth or diversifying an established business, our MENTA advisors are on-hand to support you in developing your business strategy and managing that all-important work-life balance.

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