

## Decoding Work-Life Balance

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May 28, 2009 by [Georgette Pascale](#)



*How one home-based entrepreneur copes with the challenges*

Georgette Pascale, like many entrepreneurs, used the experience she gained as an employee to create a successful business of her own. After working with clients as diverse as Delphi Automotive, Puerto Rico Tourism Company, GAP, Bruce Springsteen and Shania Twain, she founded Pascale Communications LLC in 2004, an all-female, all-virtual firm specializes in healthcare public

relations. And that's one tip she shares from her success: Find a specific need, and then use your skills to create a business that caters to that niche. Other tips include doing what you love, making the best possible decision—even if it's not the most popular decision—and drawing on the wisdom of mentors. In this **View from the Top**, Pascale shares her thoughts on creating a work-life balance.

For three decades, corporate America has turned the issue of "work-life balance" into a pseudo-quest for the Holy Grail. A Google search nets lists a mile long from academic institutions and publications offering suggestions on how to achieve this balance. Frankly, I found them confusing and often stress-inducing. I was left asking: "I have to do *all of this* to balance my home-based business and my family?"

While I do not purport to be an expert, my personal and professional lives have intertwined and evolved over the past four years to create a perfect storm that would sink the average ship. A quick rundown: I married, opened and grew my business, adopted two dogs, had three kids, moved twice, was invited to four nonprofit boards and now mentor budding entrepreneurs and maintain an active social calendar. Oh yeah, and as I write this, my 2-week-old is asleep next to me after his morning feeding.

Do I follow a list of 14 suggestions to make this work? Not really. I've actually decoded the work-life balance quest into three easy building blocks that work for me—and may provide starting points for others seeking the same.

Surround yourself with a reliable network. As an example, mine includes everyone from reliable employees, nannies and baby sitters to the IT guy who fixes my computer on a whim. My home business and family wouldn't thrive without a competent and dependable team in both areas. Relying on this network allows me to remain "in the moment" and commit to my role as an entrepreneur and philanthropist when I need to be, and then doting wife and mother when I leave my office.

Devote personal time with your partner. Establishing the network mentioned enables this devotion to your partner or spouse. This can raise eyebrows and spark controversy, but my husband and I are the most important things in each other's lives—followed by our children (and my company is like a child to me). My contention is that if I didn't commit to calling a baby sitter so my spouse and I could be together, we wouldn't be good parents, nor would I be grounded to run my business. Our supportive relationship is the foundation on which all other "balance" exists.

Have a sense of humor. Laugh at yourself. Laugh with others. If you take either work or life too

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seriously and lose the ability to see humor in it all, then the balance is gone.

Seeking perfection in the work-life balance is a flaw to this quest. I make a million mistakes every day. My work sometimes interferes with my family life, and vice versa. Establishing this foundation has decoded my quest for the work-life balance. From this, I can assess the resources I have to be a successful mother, wife and entrepreneur. It allows me to set my limitations, say no to commitments I cannot make... and move on.

Perfect timing... the baby's waking up.

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Erin Caffrey on *Your comment is awaiting moderation.* May 28th, 2009 1:01 pm

This is a great reminder about how lists don't always solve the problem. It helps take the pressure off of finding the work-life balance by letting us know it's all what works for you! We're not perfect, but we do our best...great tips!!! Thank you for sharing your story!

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