

SMM

SALES & MARKETING MANAGEMENT

CHANGE YOUR LIFE

Tactics for achieving more balance

Mix Personal and Professional Chores

Peter Schwartz, who heads his own marketing consultancy, Schwartz & Co., calls his strategy for achieving work/life balance “exactly the opposite” of what most people do: Instead of setting aside blocks of personal time within his day, he integrates his personal and professional tasks “so that my activities are a total mix; otherwise, I would go crazy” from being overworked.

Schwartz says he usually has two lists going at all times. Currently, his lists look like this:

PROFESSIONAL

- Call client at Better Business Bureau
- Send proposal to potential client
- Write press release for golf club
- Prospect device companies

PERSONAL

- Have accountant send lawyer incorporation papers
- Return books to library
- Buy airline tickets for a trip to see family
- Visit Home Depot for wheelbarrow and wood chips

Besides breaking the monotony, alternating between work and personal responsibilities is somewhat unavoidable when operating a business from home, Schwartz says. “You basically have to run the house like an office. If the air conditioning gives out, it becomes a business-related task to get it up and running again. Otherwise, you cannot work.”



SCHWARTZ: Integrates tasks

—Sara Calabro