



# PETRA PROCESS

**STOP LOOKING FOR A WORK-LIFE BALANCE: WORK  
IS NOT THE ENEMY OF LIFE!**



## STOP LOOKING FOR A WORK-LIFE BALANCE: WORK IS NOT THE ENEMY OF LIFE!

### LIFE LESSONS for BUSINESS OWNERS

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Why should work and life always be on opposite sides of some great cosmic balance? What are we trying to balance? Are we all such clock watchers that every second of work must be balanced with an equal amount of "life"?

Chasing a work-life balance implies that somehow work is the enemy of life. Ask yourself this: Are you alive when you spend time working? When you're living your life, do you ever think about work? Work is a part of life. Work is responsible for much of what we have in life. Work isn't the enemy of life, it is the engine.

If you want more time for life, you need to make sure that engine is running as efficiently as possible. But trying to parcel out amounts of time is wasted energy. Understand that how you spend your time is more important than on which side of some invisible balance it should be weighed.

Here are some tips to help you rethink the work-life balance:

**\*Chase purpose:** If you can fire up your enthusiasm for what you're doing, it isn't so difficult to see your work as a part of your life. It should be something you're proud of. Seek out opportunities that drive your enthusiasm. If you're passionate about your work, that passion will be reflected in your life.



\***Unplug:** Find some time during the week when everyone at home can do something together without the distraction of phones, tablets, TVs, and video games. Try to make some real memories.

\***Plan for success:** What's your goal? If you achieve this mythical work-life balance, what does that success look like? If you don't know, you should sit down and figure it out for yourself. Think about it in terms of work, family, community, and personal life. A perfectly running engine still needs a destination or you're just spinning wheels. Once you know where there is, you'll be better prepared for the journey.

\***Control your calendar:** You are the only one responsible for how you spend your time. Everyone has obligations, but it is up to you to prioritize and control your calendar. This is one of the hardest tips to follow, but also the most important. The key to success is the ability to tell the difference between the urgent and important and then mind the important. Master that skill and you've mastered your calendar.

\***Plan your day:** If you know what your priorities are, then when something unexpected comes along, you're better prepared to deal with it. Ask yourself, "Will this matter in a year?" If not, then maybe it can wait while you work on something more important.

So let's not worry too much about balancing the amount of time we spend on life vs. work. Instead, concentrate on making the most of the time available. If you are efficient, plan ahead, and take control of your time, you'll discover that there is more than enough to attain your goals and enjoy a purposeful and fulfilling life. Others have done it and they worked with the same 24 hours in a day.

# THE PETRA EXPERIENCE

**The Petra Experience is like a Mental Marathon of focused effort to create a specific set of priorities and a planned process to achieve them... as a team.**

## **Looking to change your business life - forever?**

The daily grind of growing a business is tough... it doesn't have to be that way. We work from our own business experiences while focusing on your business – as coach and an accountability partner. We implement the Petra Process in a way that ensures it “sticks” then we stay engaged to keep you on your path to success and less frustration. We don't want this to be just another thing you start – then it gets ignored and finally dies... let's stop that cycle in your business. The Petra Program 'clarifies' what is most important to be done – by whom, by when – **AND** creates an accountability structure to ensure **IT GETS DONE.**

*Andy Bailey is lead entrepreneur coach with business coaching firm Petra and serves as the Entrepreneur Organization's global membership director. Visit his blog at [www.petracoach.com](http://www.petracoach.com) for more business and leadership insight.*

### **PETRA COACH**

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