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**MEDIA
PLANET**

December 2011

WORK/LIFE BALANCE



CARVING OUT TIME

The cast of “The Chew” dishes on getting out of the kitchen to focus on friends and family

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CHALLENGES

Workplace flexibility options give employees the freedom to control where and when work gets done —allowing for more time with family and extracurricular interests.



Creating workplace flexibility

At a time when U.S. businesses are impacted by the recession and workers are starved for time, workplace flexibility has emerged as a valuable business strategy that benefits both employers and employees.

Whether it's working some hours at home or having a compressed work week, workplace flexibility options give employees facing a time famine greater control over where and when work gets done.

This focus on results over face time is improving the lives of employees and creating a competitive advantage for business. Research released by the Society for Human Resource Management (SHRM) and its partner, the Families and Work Institute (FWI), has shown that workplace flexibility leads to higher productivity and employee engagement, lower turnover costs and more innovation.

While many organizations have flexible benefits already in place, integrating flexibility in business strategy and workplace culture

ensures that employees have the resources they need to be fully engaged and successful.

Effective and flexible workplaces need the support of management, including middle managers who have the greatest influence over the work lives of employees. And employees must have the confidence to use flex options without fear of damaging their careers.

Future success

Successful companies across the country are putting into place policies and practices that help their employees meet their work and life needs and help the organization achieve extraordinary business results. Intel enables full-time employees to move to part time on a temporary or permanent basis and provides a host of benefits to part-timers. Turner Construction supports telecommuting, flex time and job sharing. Deloitte helps employees chart individual career paths that match their personal and professional priorities.

These and other organizations have been honored for their best practices with the Sloan Award for



Henry G. (Hank) Jackson,
President and CEO of the Society for
Human Resource Management

DID YOU KNOW?

- **About 69 percent** of employees say they don't have enough time for themselves or spouses
- **Almost 60 percent** of fathers in dual-earner families experience work-family conflict
- **91 percent** of HR professionals say flex arrangements improve employee morale
- **The best way** to attract and retain top employees—even more than pay—is with flexible work arrangements
- **Workplace flexibility** includes flextime, compressed work weeks, part-time work and being able to phase into retirement by working reduced hours before full retirement.

Excellence in Workplace Effectiveness and Flexibility through the “When Work Works” initiative of FWI and SHRM. Leaders in workplace flexibility.

■ View flexibility as a business strategy—not a favor for individual employees.

■ Develop flexibility options for all employees—not just salaried or difficult-to-replace employees.

■ Understand that high-turnover industries such as retail and hospitality retain employees longer and reduce turnover costs when they provide flex options.

■ Encourage collaboration and communication to make sure employees have what they need to succeed in a virtual work environment.

The future success of organizations lies in their talent. Leaders never will cut enough, streamline enough or boost efficiency enough to equal what happens when they engage the talents of their workforce and allow employees the freedom to flourish.

HENRY G. (HANK) JACKSON

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WE RECOMMEND



PAGE 5

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MEDIA PLANET

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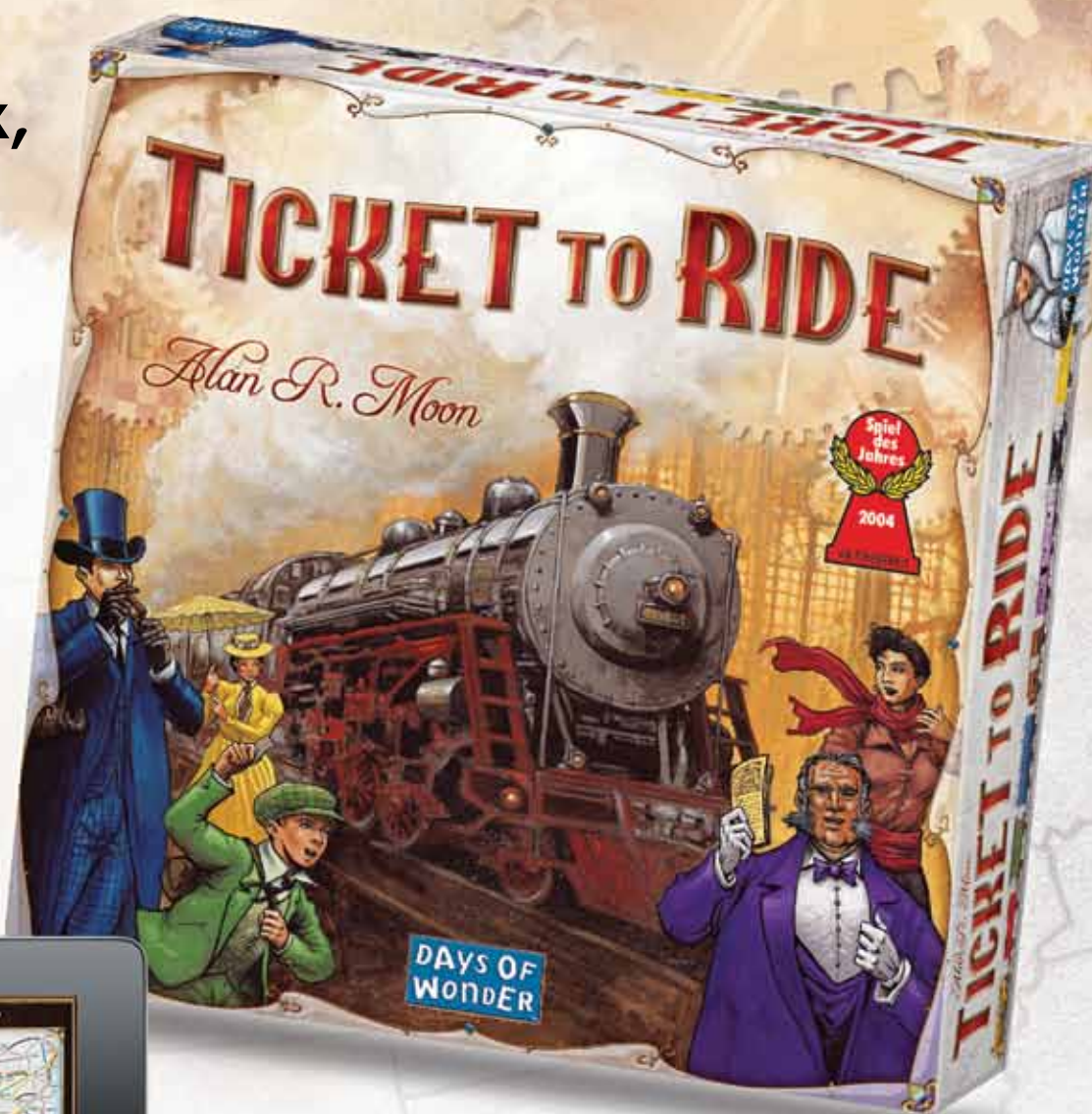
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INSIGHT



TIPS

Organization tips

- Give yourself the weekend, and don't bite off more than you can chew.
- Start in one place that's meaningful to you—like the closet, kitchen, or bedroom.
- Have an “out box” for everything you want to remove.
- Designate one place to be messy as you clean. This takes the pressure off and help you focus.
- Remember: This can be fun! Play music, involve the kids

MAXWELL GILLINGHAM-RYAN
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Maxwell Gillingham-Ryan

An interview with Maxwell Gillingham-Ryan, founder of Apartment Therapy



Making room for yourself

Home is a retreat that's self-expressive. It's your art, your second skin, and if it's not serving you, it's holding you back. When I was a teacher, I noticed that the homes of kids who did best in school were always cared for. They were calm and beautiful in a 'cared-for' sense.

The key to organizing anything in your home is understanding first that moving things in your home is like organizing yourself, organiz-

ing your mind. Often, when we feel stressed and cluttered, it reflects in our homes.

Taking care of our space is the best way to take care of ourselves. And the biggest payoff is doing it yourself.

■ **Start small.** Organizing can seem like an overwhelming task, but take it one room at a time. If you're worried about the amount of time it will take, just remember you don't have to finish in one sitting. Take the weekend. Start on a Saturday, and make it as fun as you can. Blast music, involve the kids, and make a game out of clearing

the closet. Not only will the space be cleaner, but you'll spend the day laughing with the family.

■ **Lighten up.** Lighting completes the space. You need three points of light in every room, eye-level or lower. Try installing a light in your closet, using lighter, neutral paint like off-white (never chalk white, though!), or put up mirrors

“Start small. Organizing can seem like an overwhelming task, but take it one room at a time.”

to make any room feel bigger and brighter.

■ **Warm up.** The kitchen is the secret ingredient to a happy space; it's the hearth. Cooking drives you to use the home and keep it well-oiled, and all those spices act like pheromones. If a room smells good, it will draw in more people. And that's enough to keep everyone happy.

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INSPIRATION



Making dinner that brings everyone to the table can sometimes feel overwhelming after the long work day. **Here, the chefs from ABC's "The Chew," featuring co-hosts Clinton Kelly and Daphne Oz,** share their secrets to reclaiming the dinner table.

Mario Batali

■ I'm lucky in that all of my businesses are right where I live. I have nine restaurants in New York City and the bulk of my time is spent at them and the grocery store. What that means, however is that I can leave when I want. If I need to go home and have dinner, I do, so seven nights a week I have dinner with my family...

A lot of people don't have all of that flexibility. Choose one day a week. At the end of a forty or fifty-year career I've never met a single person who said, "You know what? I wish I'd spent a little more time at work."



Carla Hall

■ I'm actually in New York four days a week and I go home back to DC three days a week, so that time that I spend with my husband has become more sacred... Having my stepson there every other weekend when I come home is a really special time. I think we take it for granted when we're running so much, trying to fit so many things in and we realize, "Wait a minute all of these things are outside of my family." So we play games together, go to the movies, just do lazy things, play Wii... Just sitting down and getting to know each other and talking at the dinner table is really important.



Michael Symon

■ Sunday's the day that we'd cook. Liz would cook, our parents and everyone would come to the house, and it was family day.

We would just kind of shut it down on that day and hang out and spend it with the family. It was almost like we had to find a schedule that would work for our life. I think that's the best way for people to do it. Don't think, "We have to make dinner at six"... It's just looking at your schedule and then making a schedule that works for your family.



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NEWS

1 RECIPE

Michael Symon's bacon noodle surprise

This is one of Michael's favorite dishes. Try it for yourself.

Ingredients

1 package pasta
1 head of cabbage (thinly sliced)
1/4 bunch parsley
1 cup sour cream
1/2 package bacon
2 tablespoon olive oil
2 tablespoon butter
onion (chopped)
salt and pepper

STEP 1 Take 1/2 package bacon, 1 tablespoon olive oil. In a large pot add olive oil and bacon and cook until well done.

STEP 2 Take 2 tablespoon butter, 1 head of cabbage (thinly sliced), salt and pepper, onion (chopped). in a large sauté pan add butter, cabbage and onion. Cook un-



til tender. Add a drizzle of olive oil and season with salt and pepper.

STEP 3 Take 1/4 bunch parsley. Transfer cabbage and onions to pot with bacon. Add parsley.

STEP 4 Take 1 package pasta. Cook noodles according to package directions.

STEP 5 Take 1 cup sour cream, salt and pepper. Once cooked add pasta to cabbage pot. Add sour cream and stir to combine. Season with salt and pepper to taste. Serve immediately.

"Me" time: An essential element to a balanced life

■ **Question:** With long work hours and cold winter days, how can you stay active and involved?

■ **Answer:** Discover winter sports or stay indoors with your family and a board game —it's easier to stay active in the winter than most people think!

In a world where smartphones, tablets, and laptops rule, it can be hard to escape work. Many forget the importance of maintaining an active lifestyle outside the office. When winter rolls around, it can be easy to neglect friends, health, and personal activities, hibernating

at home between work hours. Exercise is one of the first things to go when faced with a busy schedule and bitter cold, but it's not as hard to keep up as people think.

"It's important to stay active all winter long, not only for your physical health but for your mental health as well," said Tom Wallisch, Olympic skier and The North Face athlete. "Some people avoid winter activities all together because of the cold, but with the right equipment, any day can be an amazing day in the mountains."

If you favor staying indoors, remember that there are fun

ways to keep your mind active and simultaneously bring family and friends together. Board game nights are an especially good way to exercise the brain and bring family and friends together to join together.

It's always important to try to leave a bit of work behind when the office door closes for the day, and maximize the time you have for yourself. In the winter months, make sure to come out of hibernation and explore unique ways to stay active mentally and physically.

MARY CLOSER

editorial@mediaplanet.com

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NEWS

Where to find one-stop relief

■ **Question:** What steps can you take to stay healthy as the busy winter months approach?

■ **Answer:** Make use of your local pharmacist for treatment options.

As we enter the cough-and-cold season, your pharmacist may come to mind as someone who can help you and your family if you get sick. These days, pharmacists are also a great resource for helping you stay well. Since there is a pharmacy on nearly every busy street corner in America, pharmacists are your most acces-

sible health care advice source.

All pharmacists graduate with a Doctor of Pharmacy degree. This means that your pharmacist—the most accessible health care professional—is well educated about medications and their use in preventing and treating disease. They are ready and available to help you get the most from your medications and to stay healthy.

Share your symptoms

If you come down with a cough, stuffy nose or sore throat, your pharmacy is your best one-stop relief shop. Most of the medi-

cines for cough and cold are available without a prescription, and your pharmacist can help you pick the right medication for your symptoms or help you access medications that are now only kept behind the counter.

If your health-and-wellness plan involves the use of herbal products, vitamins and minerals or other dietary supplements, your pharmacist can tell you which ones have been shown to make a difference. Many of these products have now been studied well, and your pharmacist can help you become an educated consumer on this class of medi-

cines.

We can also give you a quick medication review to make sure that there are no interactions between the prescription and OTC medicines or vitamins, minerals and herbal supplements you are considering. Or if you have any questions about whether your medications may be interacting with food or alcohol, we can help with that, too.

**THOMAS E. MENIGHAN, PHARMACIST,
CEO AND EXECUTIVE VICE PRESIDENT
OF THE AMERICAN PHARMACISTS
ASSOCIATION**

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Traveling with medicine

As the winter travel season approaches, the American Pharmacists Association encourages consumers to talk with their pharmacist about their medications before they pack their bags. This will help ensure each person knows the best way to pack their medications, what to do if the medication is lost and anything to be aware of with travel and the medication. The short conversation could save each person a lot of holiday trouble further down the road.

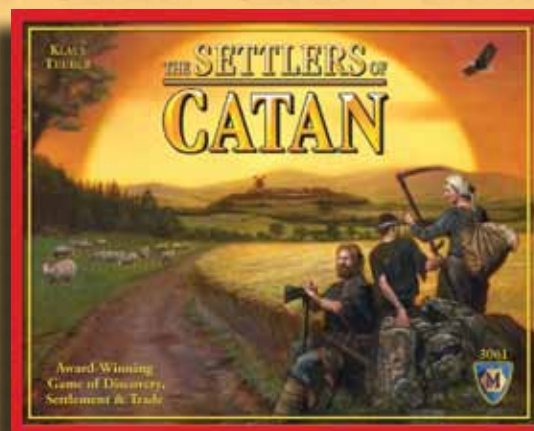
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NEWS

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DID YOU KNOW?

Move in the right direction

■ The quality of employee's personal/family lives is positively affected as a result of implementing flexible work arrangements, according to two-thirds of HR professionals (68 percent). Another two-thirds of HR professionals believe implementation of formal flexible work arrangements had a positive impact on employee morale, and job satisfaction.

■ HR professionals (67 percent) believe that employee retention has been positively affected by the implementation of flexible work arrangements.

■ The majority of HR professionals (85 percent) reported that in the next five years, telecommuting would likely be more commonplace for organizations in general than it is today. And 43 percent of HR professionals believed that in the next five years, a larger proportion of the workforce will be telecommuting.

SOCIETY FOR HUMAN RESOURCE
MANAGEMENT

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Innovative employee programs and the advent of smart technology have **helped to fuel** workplace flexibility.

Workplace flexibility: Fact or fiction?

■ **Question:** Can you have a successful career and balance in your personal life?

■ **Answer:** Yes! With the fusion of technology and innovative programs, workplace flexibility is a reality.

When Delta Emerson, senior vice president and chief organizational development officer of Ryan LLC, witnessed valuable employees leaving to start families or to achieve work-life balance, she knew it was time to change the rules.

"We did a 180 degree change from a rigid, 8-hour-a-day company three years ago," recalled Emerson who said the program, myRyan, has resulted in not only myriad awards for the Dallas-based global tax services firm, but more productive—and content—employees. The environment changed from a measurement of performance based on hours worked to results achieved. Employees choose to work where and when they are most efficient.

Before myRyan, voluntary turnover

was about 20 percent and the company received low ratings for work life balance in surveys; now that rate is about six percent and former employees are returning.

From slicing commute times (and gas budgets) to removing guilt, flex work options are catching on. Some people perform better in the morning; others at night. A case in point: Florida resident Jack Carney who was tired of his eight to five office grind. "I found a marketing position with my virtual office," he said of the position he obtained on FlexJobs.com. "Nothing like working hard in the morning, surfing on my lunch break and finishing the day strong in the home office."

Time is money

The advent of technology such as smartphones and laptops has truly fueled the trend; but so have innovative employee programs.

Maia Germain, vice president at State Street, said the financial services provider introduced a formalized flexible

Research shows 32 percent of men want flexible hours while 28 percent of women desire options.



work program that has made it easier for employees who want to alter their work structure, while also making it manageable for managers to achieve business goals. "Employees report feeling more engaged at home and work," Germain added.

And workplace flexibility isn't dominated by women as conventional wisdom might suggest. Research shows 32 percent of men want flexible hours while 28 percent of women desire options. "We heard just as many men want a better quality of life," said Sara Sutton, chief executive officer and founder of FlexJobs.com. With interest, however, comes some warnings, too. "Finding the right job can be like finding a needle in a haystack. Don't be fooled by some of the sites that promise work from home. Search the full title of the job you seek," Sutton advised.

FAYE BROOKMAN

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NEWS



TIPS

Want to try a flex program at your job?

 Before you approach your manager, be prepared. Below are some tips to help you explore your flexibility options.

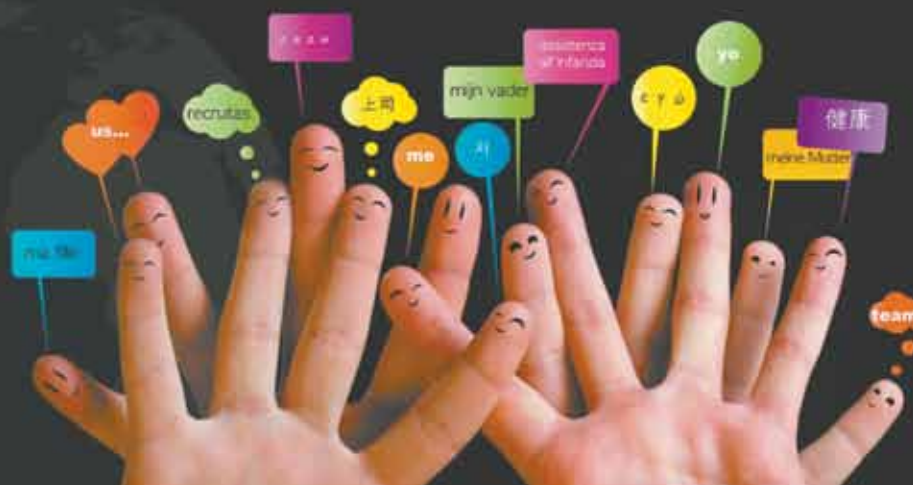
- 1. Think about what kind of flexibility might work for your work and life, e.g. working from home one day a week, working remotely all week, or job sharing.**
- 2. Know what your company offers in terms of flex options.**
- 3. Write a business proposal and prove this will work. What's in it for your company? Will it increase productivity?**
- 4. Be open to being flexible on terms; maybe this is a one-month trial.**
- 5. Check in with your manager often about your productivity, your concerns, and address any issues that might come up.**

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INSIGHT



TIPS

Make your business trip work for you

- ➔ **Find luggage** that works for you. Consider weight, size, and length of shoulder strap.
- ➔ **Lighten the load:** don't bring anything that you don't need.
- ➔ **Stay connected** with your body. Don't keep two watch times. Choose one and be present.
- ➔ **Plan time** (it won't just appear) for exercise of any kind. Bring shoes for running or walking. Use stairs rather than elevator where possible.
- ➔ **If possible, make separate calls** to your spouse and your children. That way, no one has to share "air time".
- ➔ **See your destination with new eyes.** Consider that you are an explorer. Try something new: a restaurant, a neighborhood, or a museum.
- ➔ **Lastly,** expect the unexpected and let go of the outcome.

EILEEN MCDARGH

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As we transition into 2012, the business travel industry will be focusing on service and the traveler's experience.

A return to service for the business traveler

The macro benefits of business travel—face-to-face communication and stimulating the economy—are revolutionizing industry standards that are making traveling for work fun again.

Gone are the days when travelers can only upgrade at the last minute in the check-in line. In today's market, any traveler with a mobile device can receive a promotion directly from their favorite supplier. Service providers now have unfettered access directly to travelers, launching a new era of competition within the travel industry.

It's no secret that we've seen the benefits of taking care of our employees in the office; we don't think twice about offering comprehensive benefits packages, and some companies even go the extra mile to customize flexible work options that allow their employee

to perform at his or her best.

The same concept applies to business travel. The small pleasures of business travel—extra legroom, priority boarding, hotel upgrades, and wireless internet, to name a few—can make the journey more successful.

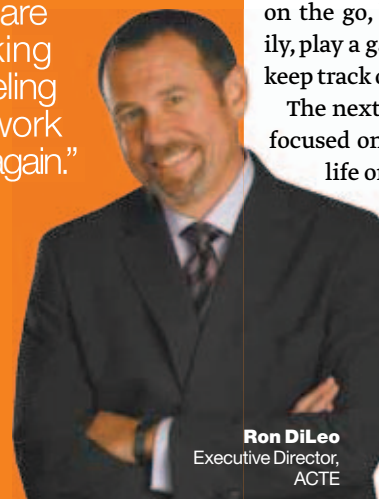
Working remotely

One of the driving forces behind these emerging service-oriented options is credited to smartphone technology, your wisest and most loyal travel companion. The key is choosing travel apps and arranging alerts that customize your travel experience.

If you are en route to the airport and receive an alert about a plane delay or a gate change, you can then save time as you pass through the right security checkpoint. Forget to print your boarding pass? No problem. Many airlines allow you to scan the barcode from your smartphone.

Once you land at your destination, another alert advises you of

"The macro benefits of business travel—face-to-face communication and stimulating the economy—are revolutionizing industry standards that are making traveling for work fun again."



Ron DiLeo
Executive Director,
ACTE

value-added services included in your negotiated hotel rate, allowing you the option to book dinner, take advantage of the spa or enjoy a complimentary upgrade. One app lets you check in with social networks and find old colleagues in town, while another reminds you of gratis services like breakfast and wireless internet, saving you and your company further costs.

Remote access allows you work on the go, have face time with family, play a game on your downtime, or keep track of your plans.

The next wave of business travel is focused on improving the quality of life on the go, a mindful change that will revolutionize an age-old industry and encourage it to constantly innovate and improve itself. And that benefits everyone's bottom line.

RON DILEO

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NEWS

Go the distance: A little extra goes a long way



Companies are investing in amenities that make a difference on long trips

Business travel has been one of the few bright spots in an otherwise dark economy. As companies look for growth opportunities outside of their traditional markets, executives see the value of putting their employees on the road—and loosening the purse strings when it comes to providing amenities that make every trip more productive.

When it comes to air travel, corporate policies are relaxing for long haul trips. In fact, the GBTA Foundation and Egencia 2011 “Corporate Travel Policy: Benchmarking and Insight” study found that the number of North American and European travel buyers that prohibited

premium air travel actually decreased five percent compared to last year, a key improvement as international travel continues to grow faster than domestic travel. According to the latest GBTA Business Travel Quarterly, international travel is expected to grow 7.7 percent next year. Premium services on lengthy trips can make all the difference in productivity. Early boarding, more space for a laptop, and Wi-Fi access mean work can still be done even when the traveler is airborne.

Going the extra mile

Companies have been strategic in making the most of every dollar spent, and lodging is no exception. Certain services, such as parking, breakfast and meeting rooms, and even gym access, keep road war-



Joe Bates
Director of Research, Global Business Travel Association Foundation



“Today’s pace of business has made the concept of being ‘on the road and unreachable’ a thing of the past.”

riors sharp and effective. Smart companies haven’t curbed these options, but instead work them into hotel agreements or offer reimbursement for these expenses.

Today’s pace of business has made the concept of being “on the road and unreachable” a thing of the past. Work no longer has to be put on hold because of travel, and companies are finally willing to go the extra mile to ensure their busy traveler is comfortable so he can work more efficiently. This is a promising trend for employees on the road as well as the airlines, hotels, car rental companies and other service providers who will see additional revenue from these new policies.

JOE BATES

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TRAVEL

Efficiency on the go

■ Leveraging mobile technologies for a new generation of travelers is the next big trend, empowering companies and business travelers with real-time data and vital information at their fingertips, whenever and wherever they need it. These programs can provide timely hotel booking reminders to avoid cancellation penalties, details of hotel locations and confirmation of negotiated rates and amenities to ensure that travelers are getting the most out of the program. Providing travelers with crucial data at the time of decision helps drive program compliance benefiting both corporations and preferred hotel partners. The next generation of solutions must be as effective on the road as they are in the office.

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