



# Newsletter

Chesapeake Professional Women's Network, Inc.  
Building Relationships. Growing Businesses.

WELCOME ..

Volume 1 Issue 5

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to the all new E-Newsletter! We welcome your input and ask that you send any feedback to the editor at [renee@hrsolutionsllc.com](mailto:renee@hrsolutionsllc.com)

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THIS MONTH'S FOCUS IS ON...

## Work/Life Balance

CPWN Member News

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## GERRY SANDUSKY—THE SANDUSKY GROUP

A TV & radio broadcaster for more than two decades, Gerry has worked as a sportscaster in both Miami and Baltimore. He is also the radio play-by-play voice of the NFL's Baltimore Ravens. He has covered events ranging from the Super Bowl to Major League All-Star game and he has interviewed stars and celebrities ranging from Michael Jordan to former President Ronald Regan.

Gerry is a two-time Emmy and Edward R. Murrow award winner. Gerry founded The Sandusky Group nearly a decade ago. He understands first-hand how the power of first-rate presentation, media, and communication skills translate to a company's overall success.

Gerry Sandusky is a graduate of Towson University

Married, with two children, Gerry remains mystified why his parents chose to spell his first name with a "G" and shackled him to a lifetime of misspellings.



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# 9 Strategies For Regaining Your Work Life Balance

## By Molly Gordon, MCC

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I like working with independent professionals and artists because of the way the work life balance shows itself in our lives - for us, life, work, and business exist in a nexus from which we cannot easily extract our ways of loving, relating, and making meaning. The challenges we face in business inform our personal lives and personal challenges affect our businesses.

Rich as it is, the relationship between personal and professional life can be rocky and maintaining the work life balance is often a tricky issue. I experienced this recently when, within a few weeks of declaring some audacious goals for my business, a routine mammogram turned up some abnormalities. In the following weeks I had additional mammography, a biopsy, and surgery, with the happy outcome that the abnormalities were benign. I wanted to put the experience behind me and get back to work, full speed ahead.

The problem was that I didn't feel like it. I enjoyed my client work and my speaking engagements, but I dreaded the creative and analytic work related to tele-classes and Internet marketing. Try as I might, I just didn't have the juice for these projects. On the life side, I felt I needed time and energy for processing, renewal and restoring my inner balance; on the work side I felt I needed to make up for lost time.

I've been caught between the promptings of my spirit and the requirements of my business more than a few times, and I know pat success formulas don't help. I also know it is possible to take care of ourselves and our businesses if we are willing to do the work.

**Here are nine strategies that, taken together, can help to change course without abandoning the destination and help you restore your work life balance:**

### 1. Don't panic.

**Even if you feel panicky, you can choose modest, recoverable steps to address the situation. This is no time to get a divorce, fire an employee, or buy a new computer system. *Tip:* Talk with a coach or therapist to get perspective.**

### 2. Return to Source.

**Whatever your spiritual orientation or tradition, connect with what for you is the Source of life or spirit. Know that there is something larger than you that encompasses you. Spend at least 15 minutes each day connecting with that Source. (I like Mark Silver's [Remembrance Practice](#) described in his free downloadable workbook *Getting to the Core of Your Business.*)**



### EVENT CHECK IN

For record keeping purposes, please remember to check in at all events, even if you have pre-paid.

## Work Life Balance: 9 Quick Tips for Managing Overwhelm by Molly Gordon, MCC

If you feel that your work life balance is teetering on the edge, isn't it time to make changes before the problems overwhelm you?

Here are my secrets for dealing with overwhelm.

**1.** Everything is perfect, and there is room for improvement and regaining work life balance. It takes time and energy to resist reality. The foundation managing overwhelm is to accept what is and take it from there.

**2.** Putter. Puttering orients you in time and space of your life while making mental room for you to notice what really wants to be top priority.

Tip: Set a time limit on puttering if you are worried that you will lose the entire working day to it.

**3.** Take the attitude that you will, of course, do what is most important, even if you do not yet know what it is or how you will do it. Be curious about what you don't know how to do rather than worrying about it.

**4.** Clean house. When your insides are churning with anxiety over multiple commitments, create order outside.

Tip: This seems to work best if you clean with a light heart, though I have worked through some pretty gnarly problems while fiercely scrubbing the kitchen floor!

**5.** Use every means available. Make plans and act spontaneously. Make lists and do what needs to be done whether or not it is on the list. Managing overwhelm means mingling both direct and indirect ways of moving forward.

**6.** Be real. However linear or spontaneous, ground your choices in your real life and work experience. It doesn't make sense to simply ignore a deadline or to pretend that a complex piece of work can be done in 10 minutes.

**7.** Revise your commitments. Promises are not made to be broken, but some are made to be revised. Act promptly to revise commitments that you cannot or will not keep.

**8.** First things first. Take time for exercise, prayer, meditation, and simply "defragging" no matter how busy you are. Doing these things first each day enlivens you and gives you the resilience and resourcefulness to do your best.

**9.** Breathe. First, last, and always, let a rising bubble of anxiety be your reminder to breathe.

Whether or not you own your own business, life is often overwhelmingly rich. I wish you joy in the dance as you move with order and disorder, discipline and insight, gracefully maintaining work life balance.

[www.authenticpromotion.com](http://www.authenticpromotion.com)

## Self Care, Whether You Deserve It Or Not by Molly Gordon, MCC

Do you ration the self-care you need to maintain work life balance based on how well you have behaved or performed lately or how much you have left to do? If so, you run the risk of running out of gas in the middle of the night on a deserted highway.

The image is vivid, yet it can still be difficult to care for ourselves and for each other when we lose work life balance getting caught in a frantic pattern of busy-ness. It can even be hard to get enough perspective to acknowledge that we are running in circles and on empty.

I'm no stranger to these difficulties, and I have good news. Even the most frenetic busybody can learn to treat herself at least as well as she would treat her car.

**1.** Make a list of things that fill your tank, without which you cannot expect to function as a loving human being. For example: Exercise; eating well; prayer and meditation; petting the cat; eight hours of sleep. If you are really stuck in busy-ness, ask a friend to gently point out what you are overlooking. Keeping gas in the tank is a non-negotiable precondition to being able to drive. It needs to be tended to every day. Take a few minutes to fully appreciate that when you skip these things you are running on

fumes. With this in mind, make the decision that these tank-filling activities are the functional equivalent of work and will no longer be treated as optional extras or self indulgence.

**2.** Make a list of things that are akin to getting the oil changed in your car. These do not need to be tended to as often, yet, when you are honest with yourself, you will find that know what the appropriate intervals are. Schedule them into your calendar and keep your commitments. Breaking these commitments reduces the life of your engine! Examples might include getting a bi-weekly massage or having your teeth cleaned every six months.

**3.** List those things that are the equivalent of getting a car wash. Strictly speaking, these items may not have a direct effect on your car's performance, but it sure seems to run better and it is definitely more fun to drive. (In my family, we call a good car wash the poor man's tune-up.) For me, a visit to the hot tubs, a pedicure or a haircut fall into this category.

The above examples are of personal self care. How about doing this exercise with your mate or with the whole family as the basis for setting priorities for the future? How would establishing these priorities affect your ability to enjoy work life balance?

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## MEMBER NEWS & ITEMS OF INTEREST

### COMMITTEE CHAIRS

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Membership Dues: \$85  
Meeting Sponsorship: \$100  
plus door prize

[www.cpwnet.org](http://www.cpwnet.org)

**Congratulations to Kim Schmidt** whose grandson was born 3 months prematurely. He is doing fine!  
Zachary David Schmidt – born Saturday, 10/11/08... 12:44am.

**Adrienne Weber** of Cuts Fitness for Men, is introducing a new program to its members. **Take Shape for Life** is a complete program featuring great tasting meal replacements combined with education and support. For more information on the program, visit their website  
[www.BestHealth4Life.tsfl.com](http://www.BestHealth4Life.tsfl.com)

**HR Solutions** will be hosting a Business Breakfast on November 10th at the Open Door Café from 8:00—10:00 AM. The topic is Disciplining & Terminating Employees. To register, go to [www.hrsolutionsllc.com](http://www.hrsolutionsllc.com).

### CPWN MEMBER BENEFITS

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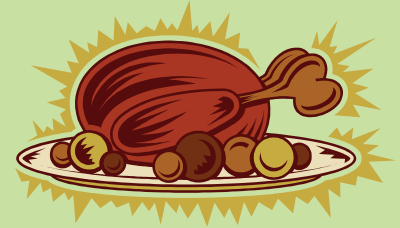
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## 9 Strategies cont'd

### 3. Take a body inventory.

Are you sleeping well? How are you eating? What's your energy level? If these are not up to par, get a professional evaluation and take the steps that will restore your well being.

### 4. Tell the truth.

Sometimes energy flags when we've gotten into a pattern of pleasing others or living according to standards that are not our own. Notice if there is any imbalance. Notice where you're being less than forthright and get clear about your motives, then clean it up. (Talking to a coach or therapist can facilitate clear, authentic communication.)

### 5. Keep good company.

Are you stimulated and encouraged by your peers and clients? Do you have great playmates? Playing on the wrong playground with the wrong kids is neither fun nor productive.

### 6. Tune Up Your Thinking.

There's substantial evidence that managing the way we think can have a profound and lasting effect on mood and motivation. See [Powell.com](http://Powell.com) for books you can use to tune up your cognitive skills and/or make a date with a therapist. (If you are otherwise in good psychological health a skilled coach can help, too.)

### 7. Set Healthy, Flexible Boundaries.

Yes, real life and real business are intimately connected, but that doesn't mean that you need to give up your privacy. To find your work life balance, set boundaries so that you can feel generous without feeling depleted and available without feeling invaded. Keep them flexible, because (doncha know?) things change.

### 8. Create or Refine Systems.

We can't manage real life and a real business or hope to achieve meaningful balance without good systems. Look at where things feel most out of sorts and resolve to create or improve a system to get things on track.

### 9. Keep the Goal, Drop the Plan.

Sometimes the best way to achieve a goal is to let go of our plans. Promptly and clearly revise commitments and offers as necessary to bring current activity in line with current resources. Why abandon ship when you can drop anchor while you make some repairs (or while you enjoy a few weeks in the sun!)? As for me, these strategies led me to postpone the re-launch of the Authentic Promotion teleclass and take a break from Internet marketing. Having stopped the war between myself and my business, I restored my work life balance and now feel more engaged with the things that I choose to take on (like writing this article.) My audacious goals are now shining possibilities instead of looming obligations, and if it takes a little longer to reach them, arriving will be all the sweeter.

[www.authenticpromotion.com](http://www.authenticpromotion.com)





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## Welcome

## New Members!

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**Melissa Barnickel**  
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Principal

### UPCOMING EVENTS

November 11, 2008  
Gerry Sandusky—The Sandusky Group  
The Bayou  
11:30 AM—1:30 PM  
Mbrs/Non Mbrs - \$20/\$25

December 9, 2008  
5:30 PM—7:30 PM  
Fiore Winery  
Annual Holiday Party  
Mbrs/Non Mbrs - \$30/\$35

rsvp at [www.cpwnet.org](http://www.cpwnet.org) or 410-297-9722  
Deadline is Friday before the event at Noon.

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