

# WORK/LIFE BALANCE IS:

MAGICAL

MYSTERIOUS

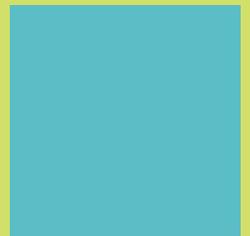
IMPOSSIBLE

A SCIENCE

AN ART

A MYTH

/ FOR EVERYONE.





# YES, EVEN IN THE TRADESHOW BIZ.

Were my jeans always this tight? Call it the incredible shrinking waistband, pant creep, or simply the battle of the bulge: Fit can turn to flab fast when you're always on the go.

Of course, it's not much better back at the ranch. By 6 o'clock most days, I'm mentally beat, I'm approaching Level 11 Hangry, and I've got two dogs to feed – the last thing on my mind is quality time with the elliptical. Mornings have also proven to be a bust. If this sounds all too familiar, turn to our fitness section to learn how I've managed to bring exercise back into my routine. It just might inspire you.

If you'd like to sign up for these not-too-frequent digital volumes, just click [thebalance@groupdelphi.com](mailto:thebalance@groupdelphi.com) to be added to my list. We welcome your contributions, too!

I hope you enjoy what we have to share today.



**CHEERS,**

Sara Ost

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# KIDS & FAMILY

We love Colleen Johnson's creative approach to balancing work and family life. As the Corporate Vice President for [Sho-Link](#), Colleen knows a thing or two about being busy.

"When Sara first asked me about work/life balance, I flashed back to a moment in time when I realized I needed to make this a priority.

“

I felt myself dangerously on the edge of burn-out and took a reflective step back.

With a refreshed commitment to my well-being, I established a few personal rules.

Rule #1: At least once a week meet with my husband or a close friend and talk about anything BUT work or home/family.

Rule #2: Establish an interest (or two or three) outside of work.

Rule #3: Equally honor the commitments I make to my company, my family, and to myself.

And there they are: the magic three rules that have maintained my sanity in this ever-evolving, enticingly challenging, and uniquely stimulating industry.

Now, do I follow them faithfully day in and day out? Definitely not, and I do not consider that a realistic goal. Like many in our industry, it's very easy to allow my deep passion for the job to overtake me and the whirlwind schedule to throw things off kilter. These "rules" serve as a measurement of how well I am maintaining my balance.

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# HEALTH & WELLNESS

Anne Morse, [Group Delphi's](#) own executive assistant (aka scheduling superhero), shares her tips for staying healthy with a hectic gig:

"Go outside for a 30-minute walk every day. Do it while listening to your favorite podcast or tunes. We tend to forget to move regularly throughout the day and spend far too much time sitting.

"Buy a fitness tracker if you don't have one already. My Garmin Vivofit 3 keeps me honest and motivated.

"I take a Vinyasa Yoga class twice weekly. It's the only way I'll exercise regularly because I have little self-discipline. The teacher is awesome, which makes the class very enjoyable.



"I leave my laptop at work every night, with occasional exceptions. It's important to make time for yourself and let clients/coworkers/bosses know that your personal time is valuable. It's not that I don't care about work, but I need a break from it every night to avoid burnout.

"Fortunately, my boss (the CEO) doesn't bother me after hours unless it's an urgent matter, which is very rare. I ran my own business for 11 years and spent most evenings doing paperwork and answering emails. I never seemed to be off the clock then!"



# HEALTH & WELLNESS

I cherish my hours of early morning quiet time, when I often do my best thinking of the day, and I'm not about to give that up for the clang of barbells. But of course, evenings never seem to work for a workout, either. My solution? This spring, I took up biking to work, and it's become a wonderful part of my routine.

Biking to work doesn't "feel" like exercise, although at nearly a half hour each way, with work attire, lunch, laptop, and my two terriers in tow, it very much is. (You read that correctly: My pups come with me, courtesy of twin baskets over the back tire that I've outfitted to be doggy-compliant.) I arrive at the office feeling both calm and pumped up, ready to tackle the day. And the ride home helps me "close" my day, clear my head, and let any tension go.

True, this all takes a little more planning and effort, but it's a small price to pay for feeling better inside and out. Best of all, I don't have to feel guilty in the evenings for not working out – since I already have!

- Sara



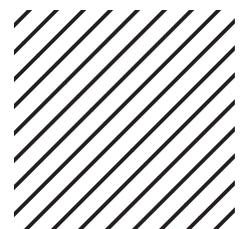
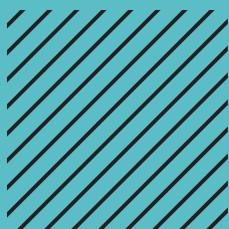
# IN THE OFFICE, ON THE ROAD, AT THE SHOW

Jeff Provost, Executive Director of the [EDPA](#), weighs in with a wonderful suggestion for road warriors:

“When I was new to this slice of the industry (about a decade ago), I got some good advice on business travel that I’ve been practicing ever since. When traveling to any given city on business, build an extra few hours into your schedule to do something inherently unique to that area or city. With so many of our business trips to trade show epicenters like Las Vegas, Orlando & Chicago, it’s easy to fall into the ‘airport to city hotel, hotel to convention center and finally hotel to airport’ rut.

See the Cubs play baseball in our country’s second-oldest ballpark (Wrigley) in Chicago. Take in a show in Las Vegas (for me, it’s the magic show capital of the world)! Get away from International Drive in Orlando and wrestle a gator at Gatorland (it’s much safer than it sounds).

With impending project deadlines and limited flight options it’s not always possible to do this, but if you practice this on most of your business trips, I’ll bet like me you’ll start to remember more of them – and have some real fun along the way!”



# THINGS ARE BETTER IN BALANCE.

(WE CAN HELP.)



THANKS TO THIS EDITION'S CONTRIBUTORS!

Colleen Johnson, Anne Morse, Jeff Provost, and yours truly

While we can't always promise miracles — like, say, a free first-class seat upgrade (though we'll happily try) — at Group Delphi, we can promise you insanely great service.

And just maybe, a little magic.



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