

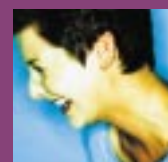
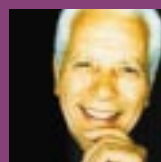


Life by Design®

A no nonsense Work Life Balance solution for busy companies based on proven change management principles developed by Australia's leading work life balance and lifestyle strategy group, **Life by Design®**

52 Strategies to Work Life Balance

at Future Lifestyle Balance Clarity Focus Freedom Independence Harmony Comfort Success
Success Wellbeing Satisfaction Peace Fulfilment Future Lifestyle Balance
Balance Clarity Focus Freedom Independence Harmony Comfort Success Wellbeing
Wellbeing Satisfaction Peace Fulfilment Future Lifestyle Balance
Lifestyle Balance Clarity Focus Freedom Independence Harmony Comfort
Comfort Success Wellbeing Satisfaction Peace



The heart and soul of a great organisation™



invest in your
human capital
 and it will appreciate in value

Do you want your organisation to be respected as a leader in achieving both its corporate objectives and its people's own Work Life Balance priorities?

Do you want an easy to implement, seamless solution that enables your people to be responsible for their own Work Life Balance by giving them access to practical and simple Work Life strategies?

Do you want your company to be recognised as an "Employer of Choice" and one that attracts, retains and engages the very best talent in your industry?

Work Life Balance strategies to achieve these objectives are easier than you may think.

win-win work culture

Retaining a talented, productive team is one of the hottest issues for the corporate world today.

Today's top talent are seeking more than simply pay and basic conditions to earn their engagement. Work Life Balance issues are now becoming top of the list of priorities for the best talent. It is about achieving fulfilment both inside and outside work.

Successful future-focused organisations understand that to maintain a competitive edge in our rapidly changing work environment it is vital to provide effective Work Life Balance strategies and win-win solutions that marry both the needs of the organisation and its human capital.



the simple work life solution

The *52 Strategies to Work Life Balance* program is a completely new approach. It is a simple, practical computer-based change management system developed by leading lifestyle strategy group Life by Design®. It provides your people with direct access to strategies, resources and tools to allow them to achieve, for themselves, a better Work Life Balance.

This unique on-line Work Life Balance initiative has been designed specifically for the corporate workplace, with the understanding that time is now one of our most valuable resources. It is a one year program of weekly strategies electronically delivered. Each self-paced strategy includes a menu of practical tips to implement and takes only a few minutes each week for time-poor professionals to incorporate into their already busy work life.

Each enrolled participant also receives an additional weekly proactive reminder to encourage, support and sustain the change process. This ensures that benefits are maximised for both individuals and the organisation.

worklife strategies

lifestyle Balance Clarity
 Wellbeing Satisfaction P
 Clarity Focus Freedom In
 atisfaction Peace Fulm
 alance Clarity Focus Fr
 access Wellbeing Satisf



fulfilment = productivity

easy versatile applications

52 Strategies to Work Life Balance is a very powerful and specific stand alone initiative which can also be utilised to complement and enhance a broader process of cultural change management. With an online format, *52 Strategies to Work Life Balance* is ideally suited to flexibly cater to large groups of employees in various states and locations throughout the country or globe.

positive outcomes

Better Work Life Balance for people means better productivity and client service. Organisations with an "Employer of Choice" focus enjoy positive client, industry, shareholder and community perception. Research has shown that employees who feel that their lives outside of work are valued and respected by the organisation are more engaged and committed to the organisation.

bottom line benefits

- Creates an innovative competitive edge in talent attraction and retention
- Promotes a unique, inspiring and lasting employment relationship
- Reduces turnover and costs associated with recruiting and retaining new staff
- Engages people and therefore reduces the loss of knowledge capital
- Creates a more appreciated, recognised and productive workplace environment
- Provides a convenient, flexible and very positive workplace solution
- Reduces the hidden cost of clients being dissatisfied with lower levels of service

sampling 52 strategies

To see some free sample strategies visit www.lifebydesign.com.au under "Corporate" and then "Products".

Weekly examples of *52 Strategies to Work Life Balance* themes include:

- The Work Life Balance myth
- Know clearly what balance means for you
- Artificial balance
- The Work Life Balance success cycle
- Efficiently balanced
- The difference between flexibility and balance
- Time management vs. priority management
- Pain to gain ratio
- Self-leadership & management
- Work Life Balance obstacles
- The balance paradox
- Your balance beam
- Review your 'quality of life' philosophy



about us

Life by Design® is Australia's leading lifestyle strategy and management group. It was established in 1997 by Lifestyle Strategist Ian Hutchinson (G.Dip.Psy, B.Bus, APS), who recognised a corporate need for people to have better work life balance. Ian is also author of *52 Strategies to Work Life Balance*, the *Lifestyle-Driven™ Financial Planner* and co-founder of *The Work Life Project™*.

Life by Design® offers a range of educational learning systems, consulting capabilities and resources to help organisations become best employers and create A Great Place to Work™. The company has attracted a great deal of media attention, including national television programs such as Today Tonight (Channel 7), The Today Show (Channel 9), People Dimensions (ABC) and international print publications such as The New York Times.

Life by Design® has a team of consultants with professional qualifications and experience in areas such as business management, psychology, career development, lifestyle planning, training, counselling and coaching.

The Life by Design® team 'walk the talk' and are able to illustrate concepts through examples from their own corporate experience, and to provide solutions that are both innovative and practical. Putting themselves in the shoes of their clients, they cut through the hype and get to the essence of what their clients really want. For this reason Life by Design's programs are one of the most valuable and sought after resources for organisations who want to fully engage their best talent.

contact details

"... fun, entertaining, well researched and gave participants a practical real life plan to follow once they finished the program".

David Brown
Judge, Employer of Choice Awards &
Group Director – Human Resources
Goodman Fielder

"... helped our elite top performing sales team and their partners bring more focus and clarity into their work and life, allowing them to feel less stressed, more productive, balanced, happier and therefore more successful. We look forward to working with you in making Pharmacia an Employer of Choice".

Marjan Mikel,
Director, Pharmacia

"40% of participants rated the program a perfect 10 out of 10".

John Hannaford-Organisational Development
NSW Dairy Corporation



Life by Design®