



# Transcript: Creating Work-Life Balance in an Unbalanced World

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First and foremost, thank you, so very much for allowing me to be in your presence. I'm honored by your incredible generosity, and appreciate the opportunity to serve your organization and each of you, today!

By a show of hands, how many of you often feel overwhelmed by life's demands? It's okay to admit it. We all have had moments in our lives when either work was stressful or situations in our personal life left us ready to buy a ticket to someplace else, haven't we?

I want to share the story of a person we'll call Sally. Sally was the owner of popular restaurant in an Atlanta suburb, where she served southern food and a side of southern charm to go along with it. This popular restaurant, often called "Sally's Place," although that wasn't actually the name, had its regular customers, and those just passing through, looking for a good meal to eat along the journey.

Sally offered more than just down-home cooking with a friendly conversation, she often became the town counselor for many a wayward teenager, husband whose wife had gone astray, or wife whose husband left his marks in a fit a drunken rage. She was there when heartache struck, and the town was flooded by the Spring rains, leaving several of her employees with damaged or lost homes.

She was often the one who worked 60 hours per week and pulled the extra shifts so her employees could spend time with their families during the holidays, while her own family often went neglected. Sally fielded frustrations from staff woes as they brought their problems from home into the workplace, but she wouldn't allow it. She would often tell them, "leave your problems at the door, honey, because our customers have problems of their own." Yet, many nights were spent cradling a crying mother, exhausted from sleepless nights.

Sally worked hard to ensure her employees were well taken care of. No, they didn't make a big salary, but she worked to provide for them, even when times were tough.

One day, Sally didn't show up to work.

Worried sick, a couple of her employees went to her home, only to find that her home had a foreclosure notice on the door and it looked like Sally had not lived there in several months. They tried calling her, but her number was disconnected. Frantic, they eventually learned that Sally had been staying with her sister for the past six months as she battled cancer. Her children and husband had abandoned her months before that because they felt Sally thought her work and her employees were far more important. Sally had no insurance because every penny she made at her restaurant went back into making sure her employees and the business were taken care of first.

Sally's family was deeply wounded and disappointed in her lack of attention to family matters while her employees and co-workers thought she hung the moon and the stars. At her funeral, one-by-one, her employees shared how Sally changed their lives and impacted the entire community for the better, while her children sat emotionless and almost begrudgingly.



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The lesson to be learned, today, is there is a time and a place for both work and home life. Balance is essential in making sure you not only meet the needs of others, but you meet your personal needs, as well. Because without proper balance, someone always suffers.

How many of you realize your life is unbalanced, and you need help getting off the vida loca roller coaster? Grab a pen or steal your neighbor's pen, and get ready to take some notes, because I'm going to share with you 7 ways to create a better work-life balance!

By the way "vida loca" means "crazy life." And that's about as much Spanish as I speak, despite the fact when anyone hears my last name, Pacheco, they assume I'm bilingual and start speaking to me in Spanish.

I digress for a moment. Pacheco is actually Italian, originally. But, my family emigrated and came to America many years ago by ship. They sailed into Florida and migrated west to Colorado and New Mexico, so most people from the southwest assume we're Mexicans, but not so. Although there are lots of Mexican Pachecos by way of marriage.

I love, however, when people walk up to me and start rattling off something in Spanish. That's when I say, "once again, in English." I did have one year of Spanish in high school... five years ago. But, it's been such a long time ago, I barely remember any of it.

Nonetheless, today's lesson will be strictly in English.

Let's start with number one.

**1) Set Work-Life Boundaries.** This includes identifying roles and responsibilities for both your work life and family life.

For instance, every one of your co-workers and colleagues plays a role in the daily operations of your company. Each has assigned duties, tasks, and responsibilities. When work life becomes overwhelming it means one of four things: a) the company is under-staffed, b) the staff is under-performing or under-utilized, c) the staff is lacking proper understanding of roles and responsibilities, or d) the staff is ill-equipped or under-trained.

Often this scenario is identifiable by the high achievers and those with a strong work ethic never having enough time to complete tasks, while less motivated employees rarely have enough to do.

The same holds true to your personal relationships at home.

If you have children, you'll soon discover that there is at least one child who is the real go-getter, and is always looking for something to do. Chances are that child is interested in a lot of things, and is eager to learn more. This is the child we parents often lean on and depend more upon, while under-utilizing our less motivated child because he requires more instruction and constant reminding to get things done.



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In order to find healthy-work life boundaries, everyone must have definitive roles and responsibilities no matter how motivated or unmotivated he or she may be. Working together with consistent strength will accomplish the task swiftly, with integrity. If one team member lags behind and doesn't carry his/her weight, they end up being a drag or anchor to everyone else – creating an imbalance that will be felt by all.

It also leaves those who are carrying their weight exhausted and loss of motivation, because they feel the standards are unfair. Eventually, they will quit performing at minimal standard, simply because they are tired of doing all the work.

By a show of hands, how many of you see yourself in these two scenarios?

After protesting his chores, a young boy... let's call him Leo, just for fun, hated taking out the trash and shoveling a path in the freshly fallen winter snow. With shoulders slumped, he looked at his mother and asked, "Why do I always have to take out the trash and shovel the snow? Why can't you do it for a change?"

His mother, not one to take kindly to protesting children, declared, "Excuse me? I just spent nine hours at work, making a paycheck, so you have clothes on your back, food to eat, toys to play with, a bed to sleep in, and a shelter to keep your behind from sleeping out in the snow! It took me 45 minutes to drive to work this morning because of the road conditions, and that was AFTER I fed your behind breakfast and got you to the bus stop so you could go to school. Then, it took me 45 minutes to get back home this afternoon, where your hungry mouth is waiting to be fed dinner. That doesn't include all the clothes you wear that I have to wash, the house that needs cleaned on a daily basis, the dishes that need to be washed that you ate on, and the grocery shopping that needs to be done so you can have food in your stomach. So, taking out the trash and shoveling a pathway in the snow would be a blessing. If you would like to switch roles, I'd be happy to go do these two small things and let you take on my workload."

Her colorful expression quickly reminded him that he better shut up before she pawned some more of her work onto him. Needless to say, the argument was won by an overworked, exhausted mother, who needed a little help to find balance in her life.

That may be you, today. You may not be an overworked mother, but fathers have just as many responsibilities.

It takes more than a village to raise children, and God knows marriages only survive when both spouses give 110% to their relationship by carrying the workload.

Write this down...

Finding that balance means incorporating everyone into achieving the overall goal of a positive outcome!



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At work, the team should have a goal and everyone should have a role in achieving that goal. Whether it is increasing quarterly sales, reducing overhead costs, completing a time-consuming project ahead of schedule, or whatever it might be to further the vision and mission of the company.

At home, every family member is part of the home team. Everyone has a role and a goal that needs to be met on a daily basis.

Personal life becomes overwhelming when not everyone is pulling his or her weight, just like at work.

Be sure to define specific roles and responsibilities for each child and adult living in the house. It may require a “team meeting,” to determine who is going to be the best candidate for the job. Make it even and fair (as much as can be) depending on age and circumstance. Teach everyone that the overall goal is to SERVE one another in order to ACHIEVE a positive outcome.

Then everyone can hold each other accountable for those responsibilities or pitch in to help when it becomes a struggle.

You have to cast vision at home, as well as work, so everyone is on the same page and all striving for the same positive outcomes. Without it, everyone is left to his/her own vices and have different perspectives.

**2) Create Healthier Habits.** Workaholics work too much and slackards work too little. Yet, both live very unhealthy lives.

Often forgetting to eat or eating all the wrong things results in not only low energy, lack of motivation, inability to focus, and most certainly health issues.

Without being selfish, your #1 priority is your health. Think about it. If you don't take care of you first, you will be worthless to everyone else. Write that down. It's worth repeating and meditating on this very important statement. Let me repeat...

If you don't take care of you first, you will be worthless to everyone else.

I admittedly struggled with this statement because I didn't want to come across as self-centered and care free of others. But, I quickly learned the most unselfish act you can give to those you love, work with, work for, and have relationship with is to take care of yourself.

Think about it.

That's why the flight attendant tells you “In case of an emergency, the oxygen mask is going to fall from the overhead compartment. Be sure to secure your mask first, before you take care of anyone else. You cannot help anyone else until you take care of yourself, first.



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I learned this late in life. An avid workaholic, I started working when I was just a child, landing my first paying job as a dishwasher for a resort hotel, while going to school full-time. Being young and naïve, I failed to realize that eating Twinkies and drinking 84 ounce Big Gulps would result in a lifelong battle with the bulge! Not to mention, I came from a family where food was the centerpiece of every celebration, and my family came from the south, so everything was fried, fat, and full of sugars and starches.

Although my own health has not declined, I have watched a number of relatives die from heart attacks, cancer, diabetes related issues, lung disease, and more. All created by unhealthy habits and lifestyles. So, I plead with you to take better care of yourself so somebody else doesn't have to.

I took action by partnering with an incredible company called Plexus, a nutritional supplement company with the best product I have ever tried. If you would like to learn more about it, please visit my table at the back of the room for more information.

When you pursue a healthier lifestyle, you will find yourself more energized, alert, feeling better, less stressed, more productive, and more engaged with others. Your body was made to move, and often our jobs limit our mobility – another leading contributor to declining health and disease.

Sitting behind a computer all day is actually bad for you in many ways, yet, jobs in this new age of technology require this. That is why we have to schedule time into our daily routines, whether it means getting up earlier, or simply taking a small break during the day to just move, our health depends on it.

And your employer will also be thankful. The healthier you are the lower the cost of medical expenses and insurance claims. I often coach employers about offering health rewards and options to help employees.

Within one year, I helped one of my clients with a self-funded insurance program, dramatically reduce their claims by over 48%. They noticed a major increase in overall productivity in their employees, resulting in a 63% gain by year's end, and their absentee rate dropped 39%, all because we implemented some excellent wellness programs and challenges.

Aside from all that, the employees were very happy and appreciated their employer helping them with an important aspect of their lives that seemed impossible to find time to do.

**3) Set Priorities.** The majority killer of productivity and success in creating balance is lack of organization and prioritization.

Life and work have so many demands, and often everything seems like a priority. One of the best tips I can offer you is to schedule a daily meeting with yourself. In other words, schedule 5-10 minutes each day to lock the world out and have a few minutes to look at your tasks, calendar of upcoming events and meetings, projects, etc., and prioritize tasks associated with deadlines.

This includes family-related activities.



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Sometimes, to get away from distraction, I have to take myself to the library or park just to shut out the world and have some peace and quiet for a few minutes. There have been times I have gotten in my car and drove down the street to an empty parking lot, just to have a moment without distraction.

Once I make my lists, prioritize tasks, and coordinate efforts with other players, I find I am not only more productive, but I feel better about what I've accomplished.

By a show of hands, who here has ever had one of those days or weeks, where at the end, you feel exhausted but feel like you haven't accomplished much? How many feel your list keeps growing rather than shrinking, and sometimes you feel like you are just spinning your wheels, going nowhere?

Yeah? I've been there so many times. And when I feel that way, I immediately realize it's because I need to get organized and prioritize my tasks.

We often blame our bosses and families for feeling overwhelmed. More often than not it's because we have not organized our time efficiently. At times, it may be a very busy and hectic season and life is overwhelming more than other times throughout the year. Holidays are a prime example. Or maybe year-end reporting or certain times in business where customers are demanding more, we feel overwhelmed.

But, if you take a breath, remove yourself from all the crazy, and map out your plan of action, you'll discover you have not only accomplished a lot more than you thought, but you are feeling better about the demands, as well.

And, don't forget to say "NO." I know people who are overwhelmed, complaining, exhausted, and very scattered, yet, when you look at their lives, they say "YES" to every invitation or every task. They are self-inflicting people-pleasers who do not know how to say "NO."

It is far better for you to say "NO" to everyone's requests than to say "YES," and fail at fulfilling your commitment, meeting a deadline, or producing a worthless product. I have turned down more opportunities and meetings because they either didn't fit within the scope of my vision or I simply could not participate. Don't worry about how other people will perceive you if you say, "NO." This is merely an insecurity you may have, when in fact, people appreciate your honesty and integrity by saying "NO" to things you simply cannot commit to.

This leads me to the next point.

**4) Concentrate on One Thing at a Time.** I have a confession to make. Not only am I a workaholic, I have prided myself on being a multi-tasker. I am gifted in being able to do a variety of tasks all at once.

However, I also am guilty of being able to do a variety of tasks all at once. A good example of this is as an entrepreneur I own and run an organization with several divisions including a travel agency, talent



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management agency, consulting and coaching advisors, publishing and media, and a few other time investments.

This means that on any given day, I may be wearing many hats and speaking various languages specific to whatever umbrella I find myself under at the moment. Each industry has its own terminology, acronyms, and best practices, and I am often a Jack of many trades.

Often, we can be a jack of many trades, and a master of nothing. And there have been times I have had to take a step back and realize I cannot do it all myself. At first, I saw this as failure. But, in fact, I realized that by delegating tasks and authority to complete these tasks, I was able to manage my various businesses much better.

My desire to multi-task turned into micro-management, and that left me overwhelmed, exhausted, and consumed. But, by letting go, entrusting others to take on tasks and teaching them how to do it efficiently, increased their productivity, while easing my workload.

Rather than doing a variety of tasks half way, I concentrate on one thing at a time and focus specifically on the tasks surrounding that until I am satisfied with its completion. So, at one moment, I may be dealing with an issue in our publishing department. I focus on that issue for a couple of hours and pursue resolution, while assigning someone else to follow through. Then I schedule time to swing back and check on the progress.

During that time, I don't allow others to distract me from the task at hand, unless there is an emergency. And my emergencies consist of bleeding, dying, or in harm's way. If it doesn't fit into one of those three categories, chances are it's not as big of an emergency as everyone may think it is, and it can wait for a few minutes while I finish up what I'm focusing on.

This doesn't mean you can't multi-task. It simply means prioritizing your multiple tasks will help you handle a variety of situations and conduct a number of task simultaneously without becoming imbalanced.

**5) Investing in Personal Development – Always Be Learning (ABL)** is one of my core mottos. Often our work/life imbalance comes from lack of understanding or knowledge. We are overwhelmed by naivete or lack of proper training and education.

Pursuing opportunities to learn and grow is always beneficial. Often you may hear the same message by various trainers and teachers, but the way they say it will impact you stronger than someone else.

Want a promotion or pay raise? Become more valuable to your employer. So often employees want a higher wage or promotion, but they haven't invested in attaining more knowledge or expertise. They think that simply working the same job for 15 years qualifies them for a promotion or pay raise.

Let me tell you about Jacob. This young man was a hard-working individual who started working in the mail room of a large corporation right out of high school. It was a great way to get his foot in the door.



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He spent 10 years in the mailroom, and was growing bored with the same mundane routine of his job. As a result of his boredom, he began complaining about not getting a significant pay raise, knowing others in the same department were getting more money.

A fellow co-worker, Samantha, came to work three years ago, and she was recently promoted to a manager position, making far more money than she was. Jacob found himself even more frustrated. He didn't understand why Samantha started working in the same position just three years prior and now she was promoted to a manager position with a higher salary. Clearly she must have been more favored than he by the boss.

When Jacob approached me to voice his complaint, he was really hoping I would be his advocate in convincing his boss to promote him. However, my first question of Jacob was, "What have you done over the course of the past 10 years to make yourself worth of promotion?" He answered with, "I've worked hard, been here every day, and do whatever they ask me to do." I said, "Great! Then they must be able to trust you to do this job well, and that's why you remain in this position." Disappointed, he said, "But I know I can do much more. And Samantha started just three years ago doing the same thing as I am, and she's already been promoted to manager."

I asked him if he knew what Samantha's resume looked like or what experience she had. He had no idea.

Knowing Samantha, I happened to know she had previous managerial experience, a degree, and was hired with the intention of eventually becoming the manager of the department. She possessed the skills prior to starting with the company. However, in order for her to effectively become a manager, she had to do the work of the very employees she would eventually manage.

Jacob clearly had no idea, nor would he.

I shared with him that Samantha had a degree, previous managerial experience, and continued to invest in herself by reading manuals, meeting with other departments to learn what is working and what is not, and showed initiative about becoming a manager in this company.

"Have you done anything like that?" I asked Jacob. "Have you met with any other leaders, inquired about what you need to do to improve yourself, make yourself more qualified for a promotion, or even expressed interest in learning more and growing in the company?"

At that moment the light came on, and Jacob realized he was stuck in the same position because he was valued and qualified only for that task. His ten years of loyalty didn't go unnoticed and was greatly appreciated, but after ten years, he was still a mail courier for a reason – that's all he was qualified to do, and that's what he did best!

Improving yourself through knowledge, inquiring about opportunities to learn and serve your employer further, will greatly benefit the company and you!



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This creates a better work-life balance because no longer will you feel stuck in a dead-end job with no hope of advancing.

Always be learning (ABL). Become competitive with yourself by seeking ways to improve and become better than you were yesterday. Small steps will eventually get you to bigger things.

**6) Evaluate and Communicate.** Even after setting boundaries, creating a healthier lifestyle, setting priorities, focusing on one thing at a time and doing it well, and investing in yourself, our work-life balance can still seem a bit off.

This is where we have to evaluate what progress is being made, identify barriers that are preventing success, and communicate effectively with others involved.

Sometimes we simply need help. The demands are huge, and we are merely one person. And no matter how good we are, we may simply need reinforcements.

Don't be afraid to ask your family to pick up a few extra tasks to help with home life. And don't hesitate asking your boss or colleagues to help you with work life. More importantly, remember it's a two-way street, so be sure to be one who helps others carry their load when need be – not to the detriment of your own burden, but when your load is lighter, do what you can to help others with their load.

This is all a part of being a team player in work and in life.

**7) Get a Coach.** Doing all we can, sometimes, we need help beyond what others can offer. For instance, if you're like me, I have battled weight issues my entire life, and over the years, I've had to hire a personal trainer or nutritional coach to help me learn more effective ways of overcoming my issues.

There's absolutely nothing wrong with having a coach, mentor, or trainer! As a matter of fact, I think there's something wrong with you if you don't!

After all, not one single, solitary professional sports player got where he or she is in life without coaches and trainers along the way.

Michael Phelps didn't become the "Most Decorated Olympian of All Time," without having coaches. In fact, he credits his coaches for his success because he knows he could not have accomplished winning 28 medals on his own, despite the fact he is so good at what he does.

Often coaches and trainers share a lot of information you already know, but often don't know how to connect the dots or make it work. They will help you discover areas of improvement and help you identify opportunities for growth you can't see.

If you find yourself in that situation, today, raise your hand if you think a coach or mentor may be helpful to you in creating a work/life balance and more?



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Imagine yourself getting that promotion you always wanted. Imagine the feeling of being able to relax when you get home at night, knowing you don't have to be overwhelmed by working your second job as a parent or spouse because the family is all pitching in to make home life better for everyone.

Imagine yourself feeling like you can breathe again. Would it be worth a moment of your time to speak with one of our coaches?

I know what you're thinking – how much is it and can I afford it? You don't have to right now. We're not asking you for any money. We're here to help you simply identify areas where a coach may benefit you in your work and family. The time we spend together today isn't going to cost you once cent. It's absolutely free with no obligation. We're not going to pressure you into buying anything. We simply are here to serve you and help you leave today, with an action plan based on the 7 tips I gave you during this presentation.

Plus, when you meet with one of our coaches, they're going to ask you for your contact information so I can send you a free gift just to say "thank you," for honoring me with your presence, here, today, and for allowing me to invest just a little bit into each of your lives.

And for further information, products, services, and future events, please visit my website at [www.leopacheco.com](http://www.leopacheco.com).

Thank you, again, for having me, and I hope you will take advantage of our coaches, today. Please put them to work and make them earn their pay. Again, thank you, and God bless you.

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