



YesInsights &



DESIGN PICKLE present

# What's Your One Question?

AUGUST 2017

Every month, Design Pickle emails their community a question about marketing, technology, or business trends using the one-click survey tool YesInsights. Since August is back-to-school and a typically high-stress time for working parents, the August Question of the Month wanted to know:

**How well do you balance work life with the rest of your life?**



PERFECTLY! I'm happy as a clam! 🐞



I'm on the right track, but I could use more yoga. 🧘

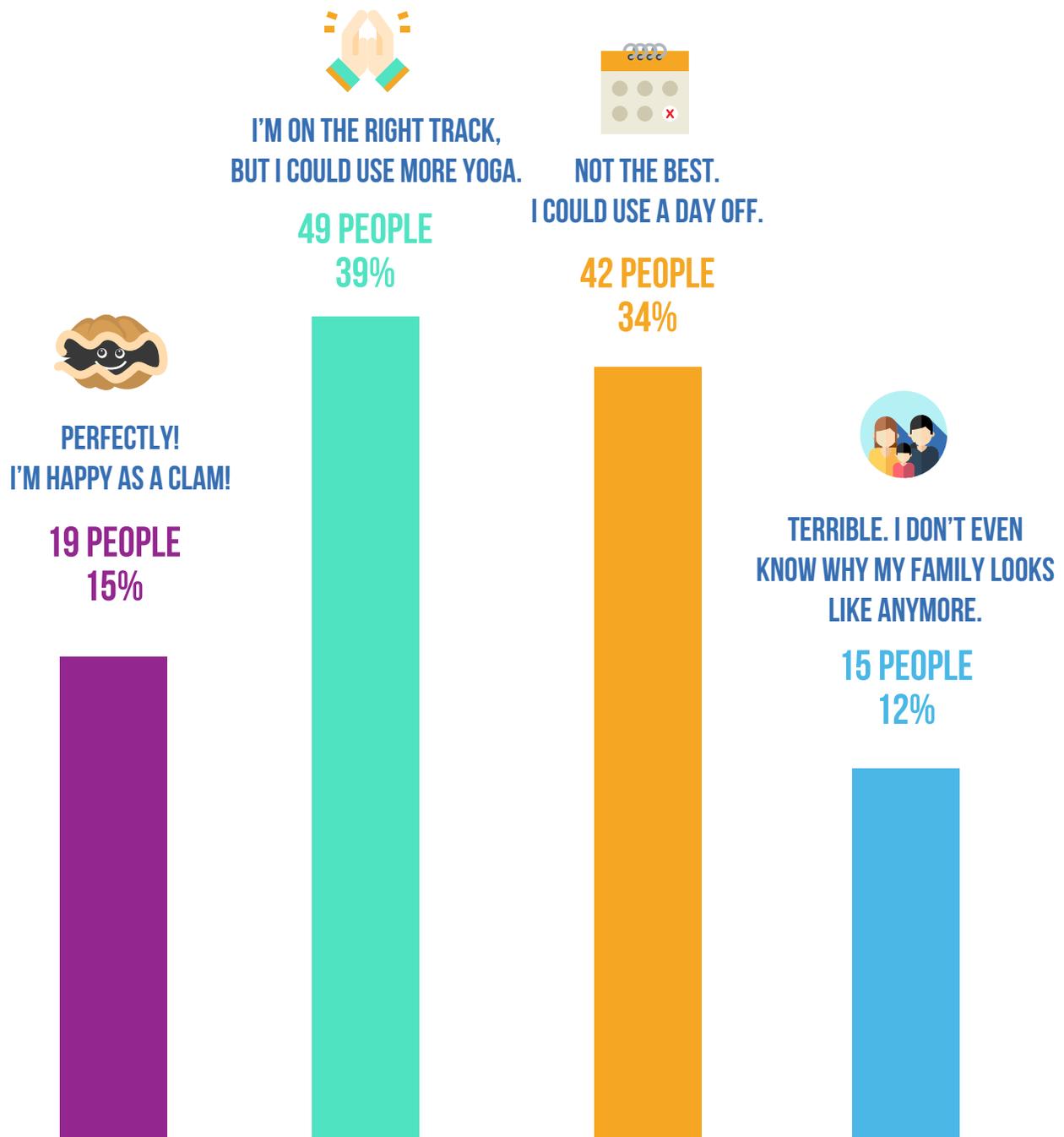


Not the best. I could use a day off. 📅



Terrible. I don't even know what my family looks like anymore. 👨‍👩‍👧

# RESULTS



Yikes! Less than **15%** of those surveyed report to maintaining a happy, healthy work-life balance. This means that **85% of people do not maintain a healthy balance of work and life.**

**46%** of those who admit to not maintaining balance also admit to needing some help - or at least a day off! These statistics are a desperate cry for a change in motivation, habits, and daily routine. Grab your mental yoga mat; it's time for a lesson in **balance.**

# BEST PRACTICES FOR ACHIEVING WORK-LIFE BALANCE

## BEST PRACTICE #1: MEDITATE.



There are thousands of thoughts that race through your mind each day; give your brain a break! **Meditation is the practice of mindfulness, or the mental focus on the present moment without judgement.** If you can learn to focus on the present moment and let go of wondering, speculating, and over-thinking, you'll be better equipped to respond to any stressful situation calmly and proactively.

By being mindful and aware of the present moment, you will be able to fully engage in whatever subset of your life you are currently trying to engage in. Mindlessly checking emails at a birthday party or scheduling soccer practice pick-up times during a conference call are surefire ways to “do” a lot but actually get nothing done. ❌

One of the easiest ways to start practicing mindfulness is by listening to a guided meditation. Apps like *Headspace*, *Buddhify*, and *Smiling Mind* are a great way to dive into the world of meditation without stepping too far out of your comfort zone. Download the app and choose a practice, find a quiet space to sit, close your eyes, and breath! Remain still for the duration of your meditation. The more you practice, the more reachable total stillness will become.

🕒 Reap the most benefit of meditation by scheduling a 5-minute meditative reset between work and home activities. Listen to a guided practice at home before heading to work, in your office before heading home, and any other time during the day that you feel like you need to “switch gears” from one role to the next. Clear your mind and jump into your next role ready to excel.

If the thought of thinking about nothing makes you start to sweat, don't worry - there are other options for practicing mindfulness!

A great form of moving meditation is *yoga*. Focusing on your breathing while moving and stretching helps to let go of all thoughts outside of what is happening in your mat. ***Bonus: you'll work up a sweat and gain some major health benefits, too!***

If nothing else, the best way to stay mindful and present in the moment is to simply breathe, notice, and let go. When you feel yourself start to tense up, take a deep breath. Notice the tense parts of your physical body - maybe your hands are balled into fists, your shoulders are pinching up by your ears, or you are firmly pressing your lips together - and start to let go of these sensations. Relaxing your muscles is the first step to relaxing your mind and bringing you back to the present moment. 🌈

# BEST PRACTICES FOR ACHIEVING WORK-LIFE BALANCE

## BEST PRACTICE #2: AUTOMATE

“Whew! Today seemed like I had too much time to get things done” - said *nobody ever*.

Your time is valuable. For business professionals, your time is **money**. Don't waste time that could be spent advancing your career or nourishing relationships with friends and family by spending time on things you don't have to be spending time on.

💰 Do you still deposit checks in person? Automate with direct deposit. Do you pay bills with a check, or login to a website to pay a monthly due? Automate with an online bill pay service that schedules payments to come directly from your account *without* having to log on to submit the payment. Check your bank or financial institution to see if they have an automated bill pay system in place that you aren't utilizing yet.

How often do you grocery shop? You can even automate getting groceries with services like Amazon Subscription. Simply decide what groceries items you need and set your subscription to as short or long between deliveries as you'd typically re-up. Re-stock on your favorite cereals, protein bars toilet paper, toothpaste, and everything else on your list without leaving your house (or office, where you probably stayed late...). 🛒

The benefits of **subscription-based services** extend far beyond delivery of daily non-perishables. Services like StitchFix can even automate your clothes shopping (and save the headache of a trip to the mall!) by sending you a few hand-picked outfits each month by mail. If you love the choices, simply keep them and your card on file will be charged. If you don't, put the items you don't want back in the box, slap on a return label, and send it back - no cost to you. 🛍️

We no longer live in a world that rewards those who work harder. With the advances in technology (i.e. vacuuming robots, programmable coffee makers, automated email workflows, chatbots...), you have to **#WorkSmarter** - not harder - to get more done. Find a way to gets things done with less effort, even if it may cost a bit more. Your time is well worth the investment! ⌚

# BEST PRACTICES FOR ACHIEVING WORK-LIFE BALANCE

## BEST PRACTICE #3: COMMUNICATE

The best way to maintain a healthy work-life balance is to simply **communicate**. If you're feeling overwhelmed, schedule some time to chat with a life coach or counselor; you may feel better working through your frustrations with an unbiased, third-party perspective. 🗣️

If you're feeling bogged down with your workload and haven't spent much time with your friends and family, communicate with your employer that it may be time for a **mental health day**. Schedule a day of your typical workweek to turn your phone off, catch up on home life, and spend time relaxing with those you've been unintentionally neglecting. Use a sick day if you must, because taking time to disconnect from your colleagues will benefit your sanity as much as it will benefit your relationships with those people.

❤️ They say absence makes the heart grow fonder, but in this case absence might just make the heart grow more tolerable - and **more patient!**

Communicate when you **won't** be available for your family or co-workers. Create boundaries! Block out time on your calendar to respond to emails and engage in social media without distractions, then **log off** or close out of all apps when your time block is up. Respect the people you're around by giving them your undivided, uninterrupted attention. Emails can wait a day; memories can't. 📅

Sometimes we get so caught up in communication with everybody else that we forget to turn inward and listen to ourselves! **Journaling is a great way to let your mind speak freely**; it's also helpful to physically write down ideas because those typically get put into action way sooner than free-floating thoughts. If you're unsure of how to start journaling, download the 5-Minute Journal app and start by writing down just a few thoughts for a few minutes each day.

Mediate, automate, and communicate. Do these things, and you will be well on your way to happy, healthy, **balanced life!**

Still nervous about making a change? Check out what's working for our community of progressive business professionals just like you from these notable comments:

# BEST PRACTICES FOR ACHIEVING WORK-LIFE BALANCE

"Eliminating cell phone use as much as possible outside of work hours. "

"Work for a purpose, not for a paycheck."

"Meditation and some solitude from time to time."

"Delegating as much as possible to others and also continuing to automate, automate and automate processes that make sense."

"Stay organized with daily task list."

"I make sure to block out time for the things I love about life. Then, I commit to meeting my deadlines around those windows of fun. It seems to work well, for the most part, and allows for lots of Carpe Diem-ing."

"Breathing!"

"When the work is done, you shut off your computer, right? Well I shut off that part of my brain. I go through a process that shuts off the "business" part of my brain, so I can fully focus on my wife and family."

"Don't take work home unless it's an absolute emergency! No more than one emergency per month. "

"Work hard, rest hard."

"Automation."

# BEST PRACTICES FOR ACHIEVING WORK-LIFE BALANCE

"Meditation!"

"Take Sundays off completely. No work, no social media at all. Life saver!"

"Agenda. I write my needs, wants, thoughts, and accomplishments down."

"Reminding myself that my family is important as my clients."

Having more flexibility at work which requires leadership that is understanding and trusting. It also requires excellent technological resources for remote access, file sharing, collaboration, etc. "

"Planning 3 must-do tasks for each day, the night before."

"TAKE VACATION. Don't ignore it."

"Booking large chunks of time off and just figuring out how to take it."

"Home office with a fixed schedule and no extra hours."

"Stop treating work and life like two exclusive halves of yourself and your time. Work is life, and life requires that you work. If your job doesn't allow you enough freedom to go to your kid's performance or tuck them in at night - then get a different job. If you can't find one right away don't get discouraged. Just stay focused on what matters to you and be willing to make some sacrifices to get there."

## SURVEY STATISTICS

HOW MANY PEOPLE  
WERE CONTACTED?

**4,035 OPENED EMAILS**



HOW MANY PEOPLE  
RESPONDED TO THE SURVEY?



**3.1% 125 CLICKS**

HOW MANY PEOPLE  
LEFT FEEDBACK?

**26.4%**



**33 COMMENTS**

DO YOU LOVE OUR **QUESTION OF THE MONTH** REPORT SERIES?  
LEARN HOW TO ORGANIZE, REQUEST, AND DESIGN AN EBOOK OF  
YOUR OWN USING DESIGN PICKLE BY **READING THIS GUIDE!**



IF YOU'RE MORE INTERESTED IN AUTOMATING YOUR CUSTOMER  
FEEDBACK, SIMPLY SIGN-UP FOR **YESINSIGHTS** AND EMBED AN  
NPS SURVEY INTO AN EMAIL AUTOMATION WORKFLOW.

**#SMARTWORKING**