How channeling PEP (personal, energy and professional vision) can help you achieve your work-life balance goals.

BY BEVERLY CROWELL AND BEVERLY KAYE

Successful and satisfied people have one thing in common: PEP, as in personal, energy and professional vision — a clear sense of what one wants to accomplish in life and work.

It is essential that we integrate professional and life goals. As a backdrop to goal-setting, it’s important to focus on the balance between work and life. A life and a career are about making plans to build a future. It’s about having clear goals, vision and a sense of direction that will help people navigate the changing realities of work and life. Imagine your life three to five years from now; you can get a clearer picture using PEP.
Begin to craft a personal vision using these questions:

- What family ties are most important to you?
- What longtime friendships still fill your life?
- What community connections do you find most fulfilling?

Now, translate these answers into personal goals. Get focused.

At work, you are thinking about family; at home, you are thinking about work. Think of all the wasted, guilt-ridden hours spent in both situations. Identify personal goals that allow you to find focus at home and at work.

- I’ve unleashed myself on the weekend — no cellphone or email. I explained to my boss that I need to unplug now and then. He seemed to understand, and, in fact, is trying to do the same.
- My office is at home. The good news is I can sneak into my office and do some work. The bad news is that it’s right there and hard to ignore. I established official office hours. I now turn the ringer off and close the door at 5:30 p.m.
- When I’m with my family and my mind starts to wander toward work, I force myself to picture a red stop sign. Then I bring myself back to the present and to them.

Achieving any personal or professional goals will require energy. Having an energy vision gives you the power to pursue your goals.

- What keeps you physically in good shape?
- What activities, events and sports are fun for you?
- What spiritual pursuits give meaning to your life?

Practice wellness, stay healthy and feed your soul. “People who cannot find time for recreation are obliged sooner or later to find time for illness,” said early 20th century advertising and marketing pioneer John Wanamaker.

- What creative or intellectual challenges stimulate your mind?
- What spiritual pursuits give meaning to your life?

Achieving any personal or professional goals will require energy. Having an energy vision gives you the power to pursue your goals.

- What keeps you physically in good shape?
- What activities, events and sports are fun for you?
- What spiritual pursuits give meaning to your life?

Practice wellness, stay healthy and feed your soul. “People who cannot find time for recreation are obliged sooner or later to find time for illness,” said early 20th century advertising and marketing pioneer John Wanamaker.

- What creative or intellectual challenges stimulate your mind?
- What spiritual pursuits give meaning to your life?

Getting REAL with PEP goals means going beyond the process of simply setting a goal and more to the heart of what will make it happen — more importantly, what will make you want to make it happen? Are your goals REAL? Ask yourself these questions:

Is it relevant? Will the results be simultaneously aligned with where you want to go and where your organization or your life is headed? How do you know?

Is it enticing? Does it look really good to you? Do you want it enough to make it happen? Do you smile when you think about achieving it? Why?

Is it achievable? Does it look like you can complete the actions that are required within a defined period of time? Is it a bit of a stretch but still within your means? What would your first step look like?

Is it leveragable? Does it serve multiple purposes? Are there ways to apply your hard work to other PEP goals you might have?

— Beverly Crowell and Beverly Kaye
and exposure to the rest of the organization. Find ways to enrich and grow in your current job. Explore opportunities in other parts of your organization as part of short-term assignments.

Put It All Together

Use the information about you, your company and the multiple options to help develop goals. Those goals will become the cornerstone of an action plan — a plan to help get PEP in work and life. Give yourself exact steps and deadlines. Revise along the way. Forge alliances with people who can help you reach your goals: managers, mentors, family, friends, peers and supporters. Don’t be afraid to give your PEP plan a reality check. Consider some key questions:

• How will my PEP goals get me closer to my personal, energy or professional vision?
• Am I excited about moving forward?
• Is it realistic?
• Do I have the support needed to make it happen?
• What’s in it for me, my friends/family and my organization if I achieve my goals?

If you are an employee, aim for PEP. If you are a manager, realize that employees are watching how you balance work and personal time. They observe how managers deal with stress, and they can detect when a manager is ignoring one or more of these three important goal areas.

These observations can lead to conclusions about what the organization expects. Just as important, however, is the fact that managers are people, too. Beverly Crowell is executive vice president of Career Systems International and a contributing author to “The Talent Management Handbook.” Beverly Kaye is founder of Career Systems International and co-author of “Love ’Em or Lose ’Em: Getting Good People to Stay.” To comment, email editors@workforce.com.

STRATEGIC LEADERSHIP & ORGANIZATIONAL SUCCESS

TWO INFORMATIVE AND UNIQUE SESSIONS WITH JACK SMALLEY

To remain competitive and drive an organization to new heights, HR leadership and strategies are critical. Jack Smalley, SPHR, HR Learning and Development Director for Express Employment Professionals, will speak during two sessions at the 2014 National SHRM Conference and Exposition, June 22-25 in Orlando. Jack supports the human resource needs of more than 675 Express franchise locations. Annually, he has more than 100 speaking engagements, and has been a speaker at the National SHRM Conferences every year since 2008.

**CONCURRENT SESSION**

Why the Best CEOs are Turning to HR to Lead the Organization Through Today’s Top Five Threats

Tuesday, June 24, 4 p.m.

**MEGA SESSION**

Leading Organizational Excellence by Avoiding the Top 10 HR Leadership Mistakes

Wednesday, June 25, 10 a.m.