

The Importance of a Work Life Balance in Business Organizations

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Abstract: The paper seeks to address the aspect of work-life balance and its importance to a business. It will put into perspective how this facet motivates employees, ensures their engagement, retention, and increases their productivity. The paper look at the issue of how employees are less stressed when they have some hours off to attend to their personal issues, which thus leads to better performances. It will address both the psychological and business perspective of this point in the aim of showcasing the importance of a work life policy to an organization.

Keywords: Work, life, balance, employees, business, organizations, productivity.

Introduction

In today's world, the common business philosophy when it comes to employees is "shorter is better," which is in reference to hours. Top notch organizations like Google Inc. and Tesco PLC have realized that employing a work-life balance as part of the policy of a business goes a long way in facilitating a driven workforce that care about the interests of the company. The rationale for this is that 24 hours is a very short period for one to deal with the demands of both their work and personal lives. Hence, there are high levels of stress as employees try to juggle the two with grace and perform exceptionally well in both, which is nearly impossible. Today, with the issue of hyper-employment in place, many go home and still have to deal with emails from work, social media alerts about work, and some have to carry what was left in the office to the places in which they are supposed to be most comfortable. The

result is a workforce that is tired, depressed, and unmoved about the tasks to which they are assigned. Hence, the paper intends to highlight the eminent need for a work-life balance even as companies strive for excellence amidst tough competition.

1.1. Motivation and Employee Retention

As it has been noted by researchers, employees who have some time, however minimal, to attend to other commitments have a better chance of retaining their jobs and staying motivated (Parkes & Langford, 2008). Ideally, no employee would want to give their best to a company that does not recognize them as human beings and treats them as machines. In the current world, there is a continued need for advancement for companies to have a competitive edge. Many employers often interpret such advancement as only available if the workforce is fully engaged in the activities of the workplace at all times. As such, they would ensure that their employees work tirelessly with very minimal time to attend to their personal lives. Research

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indicates that at least one out of every five employees is likely to quit their jobs for reasons related to the lack of time to attend to their personal matters. While many opine that those who have families are the ones who are most likely to quit if there is no work-life balance, there are new studies that indicate even young unmarried singles are increasingly getting concerned about the idea of a work-life policy. Today, the youth are striving for a better life, which includes the need to exercise, attain higher education merits, get trained, and above all, have some fun. As such, many would appreciate an employer who has flexible working hours so that they can attend to this various activities after work.

1.2. A Work-Life Balance Facilitates Employees' Innovativeness

It is rather apparent that the key to a successful business is encompassed in the aspect of innovativeness. Employees need to be creative and come up with ideas that will take the business to the next level and ensure it competes favorably with others in the dynamic business world of today. A high degree of innovativeness cannot, however, be achieved if employees are overworked. Psychology supports this notion and posits that employees who are most motivated are those not construed with the demands of the workplace (Clutterbuck, 2003). In this case, they have the opportunity to attend to other personal matters and have an interesting aspect of their lives that is not related to work. The rationale for this is that a work-life balance

relieves the stress of employees and gives them the space needed to think of ideas, which increases the chance of them coming up with something creative that will impact the business.

2.1. Increases the Productivity of Employees

Statistics indicate that individuals in the USA are only productive at work for less than four hours (Hobson, Delunas & Kesic, 2011). In this case, the time people spend doing work related activities when in the workplace is four hours at most. The rest of the day, individuals are checked out psychologically, tend to drag, go through social media, and do an array of many other activities that are not beneficial to the workplace. However, many workers are still being forced to go for a full day or take extra hours at work, which makes them very inefficient because they spend their days bored, stressed, and psychologically uninvolved in their tasks. To increase productivity, it would be best to ensure that employees only work for a few hours every day and are given time to attend to other matters. They will come back to work the next day rejuvenated and satisfied, which increases their productivity and ultimately propels the business to the next level.

2.2. Employee Engagement

An engaged employee is described as one who is "fully absorbed by and eager about their tasks, and thus takes positive action to propel the interests of the organization."

In this case, an engaged employee can only be attained if

the organization puts measures in place to mould its workers into having the interests of the organization at heart. One of the most fundamental ways in which this can be achieved is ensuring that the employees have flexible working hours so that they can have a balance between their lives and work. When employees are given minimal hours, allowed to attend to their issues, have an opportunity to go for holidays and road trips, get a few hours to attend training or take up a course, they ultimately become less stressed and have a window to concentrate on the objectives of the organization.

The story of having no time to do anything personal is one that so many Americans, especially in middle-level companies, can attest to. As highlighted above, such a situation does not bring about any benefits to the organization and prevents the employees from reaching their potential. It is thus time every other business and workplace in the USA employed a work-life policy that will ensure employee excellence.

Conclusion

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References

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