



Synergy In Dual Careers: Effective Work-Life Balance Strategies

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ABSTRACT

Couples with two careers seem to be making up a larger portion of the workforce. Because of social pressures and economic realities, working women's roles have evolved globally. As a result, professional women now face enormous pressure to pursue careers that are as robust as those of their male colleagues while continuing to be actively involved in their personal lives. The working couple is suffering from increased work pressure, which is reducing their personal time. In this day of information, the growing personal duties coupled with the benefits of modern technology—such as sophisticated cell phones and notepads—that enable seamless integration of work and personal life also lead to stress on both the personal and professional levels. Achieving work-life balance is therefore essential to a dual professional couple's ability to lead fulfilling lives.

This research aims to investigate the difficult obstacles that a couple with two careers faces in juggling their personal and professional lives. This study has looked at the several work-life balance techniques influencing a dual career couple.

Key Words: Dual career, workforce, economic conditions and social demands

Introduction:

Dual career couples are families in which both heads of households pursue careers and at the same time maintain a family life together both have high degree of commitment to their career.

Rapoport and Rapoport define dual-career couples as individuals who, rather than being simply employed, have "jobs which require a high degree of commitment and which have a continuous developmental character." Johnson, Kaplan, and Tusel discuss other characteristics that are implied in this lifestyle, including high levels of career responsibility, economic rewards, social prestige, and personal investment of time and energy on the part of both partners. The number of couples currently pursuing this lifestyle is difficult to determine since career involvement is a more important determinant than income. What's relatively certain, however, is that the number of couples is increasing and will continue to do so in the decade ahead. The fact that married women are going to work and working more

consistently than ever before is undeniable. Extension professionals have an opportunity to help individuals meet the challenges and cope with the stress so that they can enjoy the positive aspects of the dual-career lifestyle.

Importance

The durability of relationships and the well-being of individuals depend on a work-life balance. It affects one's general quality of life, productivity, mental health, and job satisfaction. Dual career couples must comprehend and put into practice excellent work-life balance solutions in order to succeed both personally and professionally.

Goals

Finding and evaluating work-life balance tactics that help dual career couples achieve a balance between their personal and professional lives is the main goal of this research.

Research Design

A qualitative approach was taken. Interview method implemented to gather comprehensive data on work-life balance strategies among dual career couples. Study was done using secondary sources such as newspapers, magazines and online sources such as websites and blogs.

FACTORS AFFECTING WORK- LIFE BALANCE

- **Family Duties:**

In today's modern era, even after working in the corporate world and after taking up challenging roles of executives/directors/marketing professional/IT professionals, etc.; the old image of a woman of being a home-maker is not much changed. Even if she works, comes home tired/has to leave early for office; she is expected to cook food, take care of kids and all other household duties and the male counterparts may volunteer but they hold no responsibilities.

- **Juggling Between Work, Home, Relationships and Personal Life:** Amid all the dilemma and stretch of balancing the job responsibilities, following her passion, going ahead with her aspirations and looking after her family- kids -husband;a woman handles and balances a big lot of stress, which deprives her of peace, rest, sleep, independent though and luxury to be herself.
- **Policies and Practices:** Availability and enforcement of policies like flexible working hours, remote work options, and parental leave.
- **Ego of Male Counter- part:** One of the most tough to handle challenges is to manage and cope with the ego of your male counterpart as wife/partner. Males do support women to go out and work, but some where they find it hard to accept the progress and achievement of women whether she is his colleague or life partner.
- **Inequality in the Opportunities Offered for Projects, Job Responsibilities, and Organizational Advancement:** Being disregarded and given less credit than their male coworkers is one of the most terrible obstacles women face in the workplace, despite all of their credentials, abilities, aptitude, hard work, and performance. This is one of the reasons that so many women are forced to choose less demanding occupations than their aptitude or abilities, become stuck in fields or jobs that are unrelated to them, reach a professional

- **Low Dignity and No Ownership of Her Own Earning:** Mostly women are not seen as independent earners, who command respect and dignity. Instead is seen as a small back-wheel of a heavy vehicle and thus, her role and contribution is mostly over looked. In most of the families, especially middle class, upper middle class and lower middle class; it's seen that the income of the woman either goes in the hands of her father or husband, rather than in her hands.
- **Sexual Harassment:** Every single day a woman when steps out, stays out whole day working while travelling, in office, in field, in canteen, in outdoor meetings; directly/indirectly she is subjected to a lot of sexual abuses and harassment. It's not always with hands she is hurt, but she is attacked and hurt with eyes, with tongue, with gestures and of course unfortunately physically.
- **Fear of Job Security:** Less Stability in employment increases anxiety and stress, allowing for a worst work-life balance.
- **Remote Work:** While offering flexibility, remote work can also lead to challenges in separating work and home life.

Findings:

Important Work-Life Balance Techniques

Time management

Time management techniques have become essential. The use of strategies including scheduling, job prioritization, and defining boundaries between work and personal time was mentioned by couples. To-do lists and shared calendars were often utilized resources.

Communication

Open and effective communication between partners was identified as essential for managing dual careers. Regular discussions about work schedules, responsibilities, and personal needs helped couples coordinate and support each other.

Support from the Organization

Work-life balance has been greatly impacted by supportive business policies like parental leave, remote work opportunities, and flexible work schedules. Couples who worked for companies with these policies said they were less stressed and more satisfied.

Technology use

Technology had two effects on work-life balance: it made things easier and made things harder. The boundaries between business and personal life were frequently dissolved by constant connectivity, even though tools like project management software and video conferencing allowed for flexible work hours and remote work.

Financial Planning

Budgeting: Create a joint budget to manage household expenses and savings, reducing financial stress.

Emergency Fund: Establish an emergency fund to provide financial security during unexpected events.

Individual and Family Techniques

Joint Accountability: Establish a just distribution of parenting responsibilities and home chores, making sure that each couple contributes equally.

Spending time together as a family: To improve relationships, schedule and prioritize time spent together as a family, whether it be for meals, excursions, or vacations.

Self-Care: To preserve your physical and emotional well-being, give self-care activities like exercise, hobbies, and relaxation first priority.

Systems of Support: If you need more help handling housekeeping and childcare duties, turn to friends, extended family, or professional services.

Professional Development Techniques

Continuous Learning: Invest in ongoing education and training to enhance career growth and job satisfaction.

Career Planning: Regularly discuss and plan career goals together, ensuring both partners' professional aspirations are supported.

Mentorship: Seek out mentors and role models who have successfully managed dual careers to gain insights and guidance.

Environmental Factors Technique

Work Environment: A comfortable and ergonomically designed workspace can improve productivity and reduce stress.

Home Environment: A supportive home environment that accommodate work (for remote workers) can enhance balance.

Dual career couples can achieve more harmony and fulfilment by putting these strategies into practice and developing a synergistic approach to balancing their personal and professional lives.

Conclusion

Results summarized: The study found productive work-life balance tactics that support couples with two careers by fostering synergy. Time management, communication, organizational assistance, and responsible technology use are important tactics.

Implications for Future study: Longitudinal studies to look at how these tactics change over time, as well as additional study on the influence of cultural variations on work-life balancing methods, could be conducted.

Practical Implications: Couples with two careers can enhance their work-life balance by putting the suggested ideas into practice. Organizations that support work-life balance programs can increase employee happiness and productivity.

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