Power Couples: Tips to Make it Work

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Power couples in business, like other professional pairs, face many pressures when combining work and family responsibilities. Dual-career couples need to understand how each spouse defines the meaning of family and career.

However, those shared understandings are also likely to change for several reasons. Career paths change as new job opportunities come up. In addition, each partner’s career goals and choices may be influenced by other individuals who have an interest in their careers, including their professional peers, role models, and friends and relatives. Both partners have to make an effort to keep a balance in the relationship while going through these changes. When studying power couples, the Harvard Business School identified some recommended strategies for combining home and career:

1. Communicate: talk to each other every day—not just about mundane tasks, but about work, family, and how things are going generally.

2. Protect family time—spend quality time together.

3. Stay organized.

4. Divide up housework so that each partner contributes. Many power couples “outsource” by hiring services such as cleaning and rely on restaurants, take-out, and home-delivered meals (Guild 2002).
5. Support each other and work as a team, recognizing and playing to each others’ strengths.

As one woman explained, “It’s very easy to get over-involved with your day job, if you will, and forget about the job you have with your family or your spouse” (Guild 2002).

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References


