

THE BALANCING ACT OF ALL TIME

The common denominator of successful Americans

By Evangeline Gouletas

The following are remarks by Ms. Evangeline Gouletas at the first national conference of Greek-American restaurant owners, organized by Estiator magazine last October at the Grand Bally's Hotel in Atlantic City. Ms. Gouletas, the most successful business woman of Greek origin in the world, is cochairman of the American Invsco Corporation, Real Estate executive, teacher, lecturer, philanthropist, and active participant in many social, ethnic and religious causes.

In preparation for my talk to you, I have recalled the lives of some of America's most successful people in the business, entertainment, political, and religious fields. My purpose in examining their lives was to see if I could find a common denominator that each of them had—factors that in total lead to their success as a "total person."

I recalled Robin Burs, president of Estee Lauder. I thought of how Lee Iacocca, former Chairman of the Board of Chrysler had turned around that corporation. I looked at Ted Turner, Chairman and CEO of Turner Broadcasting Systems and CNN.

I also looked at some Greek American successes, Pete Peterson, the Blackstone Group; George Stephanopoulos, Advisor to President Clinton; Senator Paul Sarbanes of Massachusetts; Nicholas Gage, the famous author and film producer; Olympia Dukakis the academy award winning actress; and our very own Archbishop Iakovos, one of the most influential and dynamic religious leaders of our time.

Today, I would like to share with you some of these findings, because I have uncovered a formula that each of us can apply, to varying degrees, to achieve the balanced success in life we all seek. Obviously, each one of these individuals is a highly regarded, successful person in his or her field of endeavor. But I was looking for a clue to what made it pos-



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sible for each one to be so successful with their total lives.

What I found out was really quite simple. I found that each of these individuals, in reality, had SEVEN LIVES!

1. Home/family life,
2. Business/professional life,
3. Social life,
4. Civic/philanthropic life,
5. Spiritual/Religious life,
6. Physical life,
7. Intellectual life.

By the way, I added my own life into this mix, because I wanted to know how

and why my life was the same or different from these successful business or professional people. THE SINGLE, COMMON DENOMINATOR IS THE FACT THAT EVERY ONE OF THESE INDIVIDUALS DID, INDEED, HAVE SEVEN DISTINCT AND DIFFERENT LIVES!

But the key to the success of a business or professional person's life is how each one balances their seven lives. Each individual I studied seemed to have a different balance between each of their seven lives.

For instance, I found that in my own balance formula, I spend 75% of my time in business, philanthropic and civic endeavors and the balance in the areas of home, social and intellectual, spiritual and physical activities.

For some, there is a perfect numerical balance to each of the seven segments. For others, like myself, it is totally different. There is no perfect, or ideal balance. Your balance must work for you, but you must have all seven elements present in your life.

How you balance your seven lives is entirely up to you. Your balancing act must reflect your lifestyle. There are so many influences on how we appropriate our time in today's complex world. What might work well for me, might not be ideal for someone else. We are all individuals and you cannot apply a "cookie cutter" pattern to everyone.

IT IS A MATTER OF BALANCE—balancing the elements of each of our seven lives into one, cohesive entity that is YOU.

I can tell you this: I found it very interesting to note that everyone of these highly successful individuals had a very active involvement in civic and philan-

thropic activities. You might also be interested in this fact: none of them said they did not have time for a social life, to read a good book, attend the theater, symphony or opera or to travel. I maintain that each of these individuals, without knowing it, has made a commitment to having a life in each segment.

I marvel on how each of them balances their life. Recently I began to look at the lives of some of my own personal friends. I wondered why some appeared happier than others. More wholesome than others. More satisfied with their lives than others. And do you know what I found out?

The happiest of all of them were those who had a balanced life the identical life segments as were present in all the successful people I have recalled.

I'm going to ask each of you to do something right now. Think of your own life. I am assuming that some of you might be involved in business. But are you active in all seven areas--home, business, social, civic, philanthropic, spiritual physical, and intellectual activities?

If you are, then I know (and so do you) what the secret of your success is. But if you are not, I would urge you to re-examine your priorities and work for your own balance in your seven lives. No two people will have the same bal-

ance--it is a true balancing act. Yes, the balancing act of all time.

There is a great feeling of success when you achieve this delicate balance in your own seven lives.

Let me also say that you do not have to be in business to make this balancing act of all time work for you. Some people will find that collecting art or antiques will substitute for the business life. For some, traveling will do it. For others the theater. But it will be something very definite and in total, there will still be seven parts of your life that you will balance according to your own needs.

Do you know what the best part of this success formula is? It doesn't take too long to achieve.

I would like to leave you with the three steps you must take to achieve the balancing act of all time:

1. IDENTIFY the seven elements of your life
2. ESTABLISH THE BALANCE between each of them
3. ADHERE to your balancing act. Stick with it.

THE NET RESULT OF ESTABLISHING THE BALANCING ACT OF ALL TIME IS SUCCESS--YOUR SUCCESS!

I would like to spend just a few minutes to talk about the key to achieving

the balance necessary to live a wholesome, balanced seven-part life. Each of you already have very busy days. And those days might not include each of these seven important life segments. The basic question each of you probably has is this:

How can I fit in all seven segments when I can't even get the number of life segments I now do into my day?

The answer is time management. Time management is not a new term. It has been used in business and industry for some 70 years. In fact, when Henry Ford introduced time management into his assembly lines, the unions thought it was a scheme to cut their pay.

If you are really going to fulfill your life and enjoy the results of all seven segments of your life, you need a road map--a plan. You must allot a specific amount of time to each segment. Perhaps not on a daily basis, but most certainly on a weekly basis. The answer lies in writing down, at the beginning of each week, just how much time you plan to devote to each of the seven segments.

NOT SIX SEGMENTS.


NOT FIVE SEGMENTS.

BUT ALL SEVEN SEGMENTS.

That's the first step. But there is an important second step. And that is that when you sit down and plan your time management program for the week, you review the previous week. Did you fall short on the time devoted to intellectual pursuits? Or to civic activities?

You should compensate, as best you can to bring the hours (or days) you spend on each segment into the original balance of time management you set for yourself. There will be times when you will be devoting an inordinate amount of time to philanthropic activities, for instance. To do that, you must borrow time from the other six segments. But sooner, rather than later, you should bring your time management plan into balance.

Does having seven lives sound impossible? NO! It is not only possible, but very doable. It is part of a master plan each of you must have to achieve the greatest balancing act of all time! The result is worth all the effort. The total successful person, YOU! □



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