

Work-Life Balance - Tips for Start-up Founders

Dr Carolyn Ann Strong

Abstract

During my career as a marketing academic I have mentored young people developing their business plans, competing in entrepreneurial competitions and applying for funding. I have worked with young people aged nine years old to twenty four years old on a range of projects including Step in to Business, L'Oreal Brandstorm and MBA small business strategic plans.

My current work focuses on the need to develop a work life balance to ensure mental health and well being. I use my career journey as the basis of discussion around work life pressures and the need to be radical when making important work life choices, moving away from the traditional feeling of time pressure, guilt and the drive towards linear career path ways.

My current research aims to provide a pragmatic, appropriate and sensible range of work-life balance tips for young start up founders; I am working with a range of entrepreneurs to collate life experience stories with the aim of formulating proven guiding principles, learnt and implemented by a range of successful entrepreneurs who have achieved an effective work-life balance. Keywords: Guiding principles, work life balance; the experience of others.



Biography:

Dr. Carolyn Strong is a Reader in Marketing at Cardiff Business School where she teaches ethical and social issues in marketing. She is BSc Business Management Programme Director. Dr Strong received her Ph.D from the University of Wales. She has published in Journal of Business Research, Marketing Letters, European Journal of Marketing and Journal



of Advertising, among others. She is the Editor of the Journal of Strategic Marketing.

Abstract Citation:

Dr Carolyn Strong, Work-Life Balance - Tips for Start-up Founders, Global Entrepreneurship Summit 2020, Rome, Italy 30-31 July. (<https://www.lexismeeeting.com/entrepreneurship>)