

# Time to get Balanced

Hand over the reins and relinquish control in today's busy lifestyles

In this day and age of extreme busyness, people are looking for something that will cut down on time spent running around.

Cynthia Pickering understands the business of time. After having travelled extensively for numerous years and visiting over twenty countries, Pickering discovered that there was a need to assist others with all the little (and sometimes big) tasks in life. That's when, earlier this year, she began her business Time is Money—a place where a person could hand the reins over to someone else. In this day and age of extreme busyness, people are looking for something that will cut down on time spent running around. Many people are hard-pressed to find time to get their grocery shopping done, to find a dog-sitter, or to find the best restaurant for their individual tastes.

That's where Time is Money enters, ready to take the helm and organize the details of life. "It's not the big things in life that burn us out but the little, mundane details like arranging for a car to be shipped from another country, a house-sitter, or laundry services," Pickering says. She focuses on three areas in her business: Tourists, Busy Families and Executives, and Corporate Wellness.

**1) Tourists:** Visiting a new city can be daunting, especially one the size of Calgary. Where are the best places to eat? What activities are there in the city? When travelling, who has the time to ask around or search through the phone book (especially people on business trips with a short amount of time for relaxation)? Time is Money steps in offering visitors insight into the Calgary area. The visitor's needs are determined and suggestions will be offered lessening the burden.

**2) Busy Families and Executives:** "I help them streamline their life." Most executives and executive families don't have the abundance of time to keep up to date on the resources and events happening in the city. By understanding the client's needs and what they enjoy, Time is Money is able to provide them with some structure and relief from having to do the research themselves. This works extremely well with busy families, as they are given reassurance that the little things will be taken care of, such as their house being looked after or the concert tickets being ordered.

**3) Corporate Wellness:** "The corporate wellness program can be compared to a fitness program." Compa-



nies nowadays want employees balance their work and life. With more corporations offering this to employees, it takes stress off the employee, so they can concentrate on work rather than on making arrangements for baby-sitting, picking up dry cleaning, or running any other errand. Pickering points out that "Ninety-two per cent of employees take personal or sick days to complete errands, and seventy-five per cent of employees handle personal responsibilities while at work." Many corporations might find it interesting that fifty-three per cent of employees would prefer a personal assistant over a personal trainer. This alone speaks volumes about the overworked, overstressed family unit. By the corporation caring and acknowledging their employees' needs for stress relief of daily tasks, a happier, healthier, and more focused employee will be the result.

A recent study showed that men spend 1.3 hours on themselves per day and women spend .9 hours per day. With these types of statistics, it will only be a matter of time before something will have to give. Hopefully, most of us will be able to relinquish control over the little things letting someone else take care of the details, while we settle into a more balanced life.

—Tamara Hanson