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WAYS TO BUILD A
STRONG BUSINESS
WHILE BUILDING A
STRONG FAMILY



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5 Ways to Build a Strong Business While Building A Strong Family

When you find something you are passionate about, that lights your fire, gives you purpose, and feeds your soul, it is easy become absorbed. But even something exciting and meaningful can cause unbalance in your life, and the people that are most important to you might suffer. At the beginning of starting my business, I poured myself into personal development because I was a stay at home mom who didn't know what the heck I was doing as a "business owner".

One of the personal development tools that I used was Success magazine. This was in a time before podcasts and Success magazine included interviews with successful people. As I read the stories of these successful people, a theme caught my attention. It wasn't a theme you'd normally think of like consistency, failing forward, or discipline. It was a something a little less obvious. Although they were some of the most successful people in the world, MOST of them lost their family in the process of building their business. Most were divorced and/or estranged from their children.

I don't know their circumstances and I realize it takes both parties in a relationship to make it work but it freaked me out! I thought that even if I gained all the success in the world and lost my closest relationships, I would be a failure, no matter what the world told me.

My desire to have a successful family was more important than having a successful business. Naturally, I wanted both!

Could I have both?

I come from a long line of workaholics and saw the repercussions of that tendency. I didn't want that for my family. I knew I would always have a bent toward being a workaholic. I could already see it rearing its head. I knew that I was going to have to be VERY intentional about building my family as I also built my business.

We are not "out of the woods" yet as my kids are in their late teens and I've only been married 20 years, but I can say that we have a very strong family unit. My boys are confident, successful, and well adjusted kids. We have a great marriage where we work together toward our family goals. Are these relationships perfect? Nope. We have our struggles and we've certainly had our share of mistakes as well. BUT, I do feel like we are headed in the right direction.

Here are my 5 Ways to Build a Strong Business While Building A Strong Family.

Prayer

I believe that prayer is the best thing you can do build a strong business while building a strong family. Before I start my work day, I pray that God will bring the right people into my business and show me areas I need to improve. I talk with God all day long. I tell Him my concerns. I share my victories. I just talk to Him like I'm talking to my best friend. I found when I prayed for the right people to come my way, I was always blown away with who He would allow to cross my path! I also would pray with my boys' on their way to school. I would pray out loud for their day and that they'd be a light to those around them. This might seem awkward at first but I believe that it set their day with the right intentions. Now that they are driving themselves, I still pray over them before a big day or something they are struggling with.

Family Incentives

When working toward a goal, sometimes our life will be a little unbalanced. This time is usually short-lived but if not I'm not intentional about it, it can create long-term damage. I have found that when you have a short term goal you are working towards that might throw family life off track for a short time, it's best to have a family meeting. Communicate what your goals are and how those goals affect your family. Your kids may not understand that goal is a stepping stone towards your family's freedom. They will probably only understand that Mommy is going to be really busy and they are going to be inconvenienced. Create a family incentive for reaching that goal! Maybe that looks like a staycation together or a special movie night out. When pushing towards one of our really big goals, we told the kids they would get a swimming pool...and we did! That pool means much more to our family because we all worked hard and sacrificed together.

Set Work Hours

Working 24/7 will not only create burnout for you but it will also make your children feel inferior to your work. While growing up, I remember at times feeling secondary to my Dad's work and it was the worst feeling! Whether it was warranted or not, it still felt hurtful. Kids can easily feel this way when they don't have your undivided attention. I've had to ask forgiveness with this many times when my kids would say "Mom, get off your phone." I didn't want them to feel like they weren't my priority so I've made it a habit to turn my ringer off and put my phone away when my kids are home. My work hours are when they are at school or asleep. I limit my nighttime conference calls to once per week so that the other nights are family time and I can be present with them. Being present when you need to be present will also help you be more productive and

creative. Having a supportive spouse helps as well. My husband would always remind me that business protocol says you have 24 hours to return a message; very rarely is anything urgent enough to respond immediately. Listen to your family when they try to keep you accountable to keeping your work hours instead of getting defensive. They do it because they love you and want your attention!

Choose your “Best Yes”

I love Lysa Terkeurst’s Book, “*The Best Yes*”. If you haven’t read it, order it right now! In the book she talks about how there are so many great things we can say yes to. But are we saying “yes” to the wrong things? They may be great and noble things but maybe not for the season you are in. One year I decided to be room mom for my son’s class. The other moms scheduled a meeting to learn how to make the craft/snack for the Christmas party. A meeting to learn how to make the craft/snack???. How many millions of things could I have been doing with my time that were more important? I realized at that moment that it didn’t matter to Jake if I was the room mom. It mattered to him that I came to the actual party! There were other moms whose sole desire in life was to be room mom, but it was not mine. My time was better spent doing other things. I also realized I had to monitor my time away from my kids with girls’ nights, nightly bible studies, etc. My time with my boys was limited, especially once they were in school full time. There were things that I knew I wanted to say “yes” to, but maybe in a later season of family life.

It’s not “Mine”, It’s “Ours”

I was a stay at home mom when I started my side hustle. It was “my little business” and we treated it that way, even when I was earning six figures. My husband had his job and I had mine. They were totally separate, and sometimes it created tension. One day I realized that by keeping things separated into “mine” and “his”, it limited what could be “ours”. I shared my vision with my husband about how I saw my job becoming “ours”. It’s not that I wanted him to do what I was doing with the business but rather how I envisioned it growing to “ours” to create a family legacy. Now, our whole family has a role in the business and what was once mine is now ours, something the four of us share.

You can have a Strong Business while building a Strong Family. It just takes being intentional and sometimes bridling the pace of your ambition. *It’s not easy, but it can be done!*