The Alberta Business Family Institute exists to ensure that business families continue to be key drivers of our economy.

Welcome to Our Fall 2012 Issue!

What’s Happening...

- **ABFI**
- **University & Partner Events**

**Sept 18** - Hobbema  
**Change it up**  
Dr. James Dempsey and Derek and Cody Bruno present:  
*Examining the Impact of Tribal Act*

**Sept 25** - Hobbema  
**Change it Up!**  
Kathy Lineham presents:  
*Business Planning Made Easy*

**Sept 28** - Edmonton  
**Breakfast Author Series**  
**Successful Practices for Family Business**  
Presenting Franco Lombardo  
*Great White Elephant: Why Rich Kids Hate Their Parents!*

**Oct 1** - Calgary  
**Oct 2** - Edmonton  
ABFI, Silver Lining Ltd. and RESULTS.com present,  
*Is Your Business Growing, Shrinking or Stagnant?*  
An Introduction to Tools for Business Expansion
Welcome back from summer! As we enter (somewhat reluctantly) the fall season, it is my great pleasure to share all of the exciting and relevant programs and events that the Alberta Business Family Institute has to offer.

I encourage you to join us for our family business author series over breakfast, or maybe you want to learn how to expand your family business in a half day workshop. How about understanding the intricacies of managing shared assets via web/videoconference, or take a longer business family journey through the RoadMap program. If a gala evening event is more your style, then please join us while we celebrate 10 outstanding years of Signature Events.

Whatever your learning objectives for your family and your business this season, I am confident that you will find an offering that provides you with a truly unique education experience. I invite you to continue reading for more information on our programs and I look forward to seeing you at an event soon.
An Examination of the Impacts of Gendered Household Division of Labour

We support our students and recognize excellence in programs of study. This contribution comes from Vanessa Green, Amanda Thorson, and Kirsten Dembicki, students of Human Ecology 322.

There has been an increasing number of women entering the workforce in the past several decades, increasing the number of dual earner households. This shift creates new opportunities and challenges for families to negotiate and navigate. Those with dual earner family structures experience increased financial opportunities as well as the benefits of having two separate and contributing incomes. However, this extra income and time spent in the paid workforce comes at the cost of one or both members of the household having less time to participate in unpaid household activities and duties.

The purpose of this study was to determine how dual earner married couples divide responsibilities and manage their limited time with the unpaid sphere. Interviews were conducted with six married couples. We explored household labour, perceived fairness of household labour, and the influence gender role beliefs had on the division of household labour within these dual earner families. Couples reported on who was primarily responsible for performing certain household tasks, how each spouse viewed the other’s contribution to household labour, and whether they perceived one another’s contributions as fair. Additionally, we determined the extent to which gender role beliefs influence the division of household labour.

The results showed that women regularly perform more household chores than men, including meal preparation, housecleaning, and laundry. The results also revealed that there is a mismatch between perceived fairness and actual time spent doing housework. That is, even though men and women report an unequal division of household labour, they both report the division as being fair. Our study found that both men and women, regardless of traditional or egalitarian beliefs, divided their household tasks in a similar manner. Therefore gender role beliefs were not a significant factor in how men and women divided household labour.
These findings have significant implications for family well-being because of the impact that division of household labour can have on family relationships. Families that are unable to balance effectively their paid and unpaid work experience more stress and work-family conflict. It is therefore important that the division of household labour be examined in dual earner couples to determine how families are managing a decrease in the amount of time they have to devote to household labour as a result of participating in paid work.

**BUSINESS FAMILIES FOUNDATION**

**ROAD MAP FOR ENTREPRENEURIAL FAMILIES**

The Road Map for Entrepreneurial Families™ is designed to blend family needs with business demands. Participants learn to communicate more effectively and understand more fully the different points of view of family and others involved in the business.

The Alberta Business Family Institute is offering Road Map II Oct 19-21, 2012 and Road Map I Nov 23-25, 2012 in Edmonton. We are also offering Road Map II Dec 7-9, 2012 in Lloydminster.

Is your family interested? For more information call 780-492-0234 or email abfi@ualberta.ca

**A Look at Work/Life Balance**

*We support our students and recognize excellence in programs of study. This contribution comes from Rani Ball, a student of Human Ecology 322.*

This study explores the work/life balance issues involved in today's young, dual-earning families. For the purpose of the research, we stipulated our criteria as couples under the age of thirty-five, married or common-law, with or without children. The study also takes into consideration the way each family chooses to divide its household activities, as this division can create added stress and a work/life conflict for one partner while helping the other.

The general literature in this field identifies that work/life conflict is increasing fairly drastically, resulting in poorer personal health and familial relationships, along with a decline in Canada's overall labor productivity. In terms of division of household labor, the established literature tells us that there is a dramatic increase in men's participation in household tasks, especially in childcare. Despite this, it is still known that, on average, women spend more time on household tasks, regardless of being employed outside the home or not. It is interesting to note that although there is a great deal of literature on both subject matters, it is often not looked at together. We feel there is an obvious correlation between the two aspects; looking at the interconnectivity will provide insight into how couples are coping with the varied responsibilities they carry.
The overall method of this research was mostly through primary data collection via one-on-one interviews, where each of our twelve participants were interviewed individually to rid any outside influences. The main limitation within this study is of course the small sample size, as it is difficult to generalize these results to this sub-population as a whole.

Our results regarding work/life balance consisted of all participants stating they felt that they were being pressed for time, that they do not have enough time to socialize with family and friends, and that they lack enough time for leisure activities. Despite these results that proved our couples were feeling time pressured and constantly quite busy balancing their full-time career, household work, family time, and other social activities, the majority of them felt their relationship with their spouses and families were not suffering and that they were overall satisfied with their ability to balance work and life. Although men feel more pressure to provide financially for their families, we were surprised to find that within the generation, there is a noticeable shift that no longer places career above family. This is demonstrated by men making more sacrifices in their careers, such as quitting a job to find something more appropriate for their familial responsibilities. This type of prioritization is a fairly new phenomenon and shows some significant neutralization in traditional gender roles. When looking at the household production of each family, although the couples were fairly liberal in their ideas on gender equality, they divided their household activities so that the woman was responsible for more than the man. This was especially prominent in activities like laundry and cooking meals. Despite this obvious inequity, both individuals within the couple generally responded that the amount of work they do within the house was fair to each partner.

Implications for society include lower productivity within the workforce as well as an increased need for outsourcing typical “homemaker” duties like house cleaning and, most importantly, childcare. The typical symptoms of stress and over-work discussed in the literature seemed to be too extreme for the pressure felt by our participants. The literature also discusses the negative consequences within family relationships and child development, however we did not feel this was consistent with our findings, as people were able to give up the quantity of time spent with their family for an increase in quality of time. Overall these young families seem to be coping better with work/life conflict than the cohort before them that is studied in much of the literature.
The Alberta School of Business, Executive Education, is launching a new governance program for small and medium-sized enterprises (SMEs) in Western Canada. The program will address good governance practices within private entities and the challenges that those organizations have at the board level, from strategy and financial reporting, to compensation and board effectiveness. On behalf of Executive Education and the Advisory Committee for the SME Governance Program, we are asking for your help. We would like your feedback on the topic areas and program structure in order to build a stronger program that is based on academic rigor, best practices, and industry needs. As you are a leader in your field, your recommendations and suggestions are invaluable to us, as it helps us target the program based on your organizational needs.

In partnership with Banister Research and Consulting, we have developed a survey to gather information on your needs and preferences. The survey will take approximately 5-7 minutes to complete. Please feel free to complete the survey, and/or forward to a friend or colleague. We thank you for your continued support of the Alberta School of Business, Executive Education, and its programs and initiatives.