Excel at Your Job, Be Home for Dinner

Sharon Meers
Leads enterprise strategy for Magento, eBay’s global e-commerce platform

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Suggested hashtag for Twitter users: #LSEMeers
Excel at your job

be home for dinner

sharon meers

LONDON SCHOOL OF ECONOMICS MARCH 17, 2014
How do we THRIVE
both at work and at home?

Core Challenge:

72% of People < 30 Years Old Want 50/50
78% OF MEN WANT MORE TIME WITH KIDS

86% OF WOMEN WHO QUIT WANT TO STAY

what if we stand in each other’s shoes?
BE BRAVE

challenge convention!
50/50 SOLUTIONS

get rid of guilt
better habits @ work
welcome men to the home team
clear space to connect
GET RID OF GUILT

happy moms have happy kids

KIDS TURN OUT EQUALLY WELL WHEN MOMS WORK
WHY 50/50 IS GOOD

for kids + moms

NIH’s National Institute of Child Health and Human Development (NICHD), tracked 1,364 kids over 15 years

- Kids with 100% maternal care fare no better than kids in child care.
- “There is no reason for mothers to feel like they are harming their children if they decide to work.”

Study of 10,000 UK women found that “women with children are significantly happier if they have a job regardless of how many hours it entails.”

2/3 of kids say they get enough time with their moms – equally true whether or not the mother is employed.
THE DAD DIFFERENCE

self esteem. smiles. salaries.

Dads matter at least as much as moms in study after study

U.S. Department of Education study of 20,000 kids high paternal involvement predicts significantly better results in academic performance and behavior – after accounting for mothers
GET RID of guilt
BETTER HABITS at work
THE LOOK OF

high performance?

cost: 10 IQ points – 2x worse than pot!
WHAT'S MEASURED GETS DONE

$ of revenue
# of new users
Change in NPS
Response time

FOCUS ON WHAT MATTERS @ WORK
World-Class Work Can Be Done Different Ways

<table>
<thead>
<tr>
<th></th>
<th>India</th>
<th>China</th>
<th>Hungary</th>
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<tbody>
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<td>work hours</td>
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<td>focused work,</td>
<td>14 hrs today,</td>
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<tr>
<td></td>
<td>family 2nd</td>
<td>home @ 6</td>
<td>5 tomorrow</td>
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> 50hrs/week + dinner

= highest satisfaction
1/3 of leaders cut 1 hour a day, take ALL vacation
WELCOME MEN

to the home team
MEN ARE GREAT PARENTS

let’s treat them that way

When moms believe men are equally good parents, husbands are more engaged

No evidence that “maternal instinct” makes women better parents
50/50 is good for men

50/50 is good economics – two incomes better than one

50/50 gives men freedom to go back to school, change jobs, start a business

National Institutes of Mental Health says a man’s experience as a parent, not employee, is the “strongest predictor” of wellbeing
DIVORCE DOWN

50% with equally shared roles
SPACE TO connect
PARTNERSHIP TAKES WORK

try the weekly one-on-one
What works for you?

6:30 dinner

travel < 5 days/month

“Off Switch” rule
“Up all night with kids.

Not working for me.

Solutions?”

ASK FOR WHAT YOU NEED

less “perfect”, more rewarding
THINGS YOU CAN DO

GET RID OF GUILT

*find happy working parents, share stories*

BETTER HABITS @ WORK

*what 1 thing can you change?*

WELCOME MEN TO THE HOME TEAM

*applaud male parenting innovation*

SHELTER TIME

*try a weekly one-on-one*
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