Basic Information

Title

Coping Strategies for Practitioners in Management of Work-Life Conflicts

Brief Description

PRSA’s Work, Life and Gender Committee conducted a national survey of a random sample of PRSA members and examined practitioners’ coping with work-life conflicts. Key findings of the survey and a coping strategy inventory will be shared as a guide.

Full Description

Public relations practitioners often help organizations handle internal and external stressful situations. Nevertheless, they themselves as employees are often caught in conflicts between work and their personal life. If not coped with effectively, work-life conflicts would negatively impact practitioners’ work efficiency, job and life satisfaction, and ultimately their career building and development. Key findings of the national survey revealed that (1) practitioners tend to use more proactive coping strategies (emotional coping, rational action and positive thinking) than denial, avoidance and instrumental support; (2) women and those practitioners with a graduate degree exhibit more coping behaviors than others; (3) behavior-driven stressors are associated with proactive coping while work- and nonwork-driven stressors trigger more denial and avoidance; (4) positive thinking tends to increase when there is more immediate supervisor support and to decrease when an organization’s work-life culture is skewed toward promoting work as the sole priority; finally (5) the higher practitioners' work-life conflict level is, the less likely they tend to use proactive coping strategies. This panel will offer valuable insights and tips for practitioners to cope with their work-life conflicts and to better balance work and life when facing dilemmas and competing demands from work and life. We’ll share our findings, discuss a coping strategy inventory, and host audience comments.

Learning Objectives

1. Learn coping-related results from PRSA’s 2010 survey of work, life & gender.
2. Discuss common challenges to work-life integration faced by public relations practitioners on the job and how they have coped with the conflicts.
3. Share a coping strategy inventory and brainstorm how some of the strategies can be effectively executed.
4. By integrating research and personal experiences, invite attendees to develop some best strategies that hopefully can be applied across different work-life conflict situations on the job at both the individual and organizational levels.