

## Hey! What's New? 2025-132

### Eight CFO Strategies to Promote A Healthy Work-Life Balance

A recent article on the *CFO* webpage, written by Steve McNally, says that, “although we talk about the struggle of achieving work-life balance, as if they are two different things, one’s professional life and one’s personal life are two sides of the same coin....We are all juggling five balls — work, family, friends, health and spirit — where the work ball is made with rubber and will bounce, whereas the others are made with glass and will break if dropped. Thus, balance is finding harmony between our professional and personal lives throughout life’s journey.”

While preparing for a panel discussion, McNally stumbled upon several “alarming” insights:

- One in three workers say their job causes them stress “always or often.”
- Four out of 10 workers Deloitte surveyed feel exhausted all or most of the time.
- 48% of chief accounting officers surveyed by KPMG cited poor work-life balance as a top challenge in light of talent shortages.
- Job satisfaction, work flexibility and not feeling valued or having a sense of belonging contribute to people leaving the accounting and finance profession.

So, he says, “yes, balance matters. Burnout is real. Wellness drives performance. The work environment can promote or jeopardize retention and reputation. Employees are looking for flexibility, emotional support and practical resources that help them navigate the complexities of modern life. Creating an environment that supports work/life balance is a business imperative.” Here’s eight ways to promote it.

**1. Company culture.** According to McNally, “promoting work-life balance, like so many things, starts at the top. Foster a culture of trust. Train managers to lead with empathy, check in regularly with their team and focus on outcomes rather than hours. When employees feel supported and trusted, they are more engaged and balanced. As CFO, be the steward of a healthy culture and the champion of the ROI of wellness.”

**2. Expectations and deadlines.** “Employees, as a rule, want to do a good job, but they need to know what is expected of them. Ensure each employee’s job description is current, reflecting actual responsibilities. Align on goals, key priorities and reasonable timelines. And set realistic deadlines, not ones that are arbitrary or squishy.”

**3. Flexible work arrangements.** Offer flexible work arrangements, “including flexible hours, hybrid/remote work and occasional compressed work weeks, to thrive — professionally and personally. Win-win!”

**4. Paid time off.** “As leaders, we must encourage our teams to fully leverage their PTO days, thereby improving their health and well-being.”

**5. Wellness programs.** “The wellness umbrella includes physical health, mental and emotional wellbeing, preventive and everyday health, ergonomics, financial wellbeing and lifestyle. You can champion wellness by funding programs that make healthy choices easier, not harder. Regarding physical health, for example, consider providing flexible stipends to support gym memberships, home equipment, personal trainers, etc.”

**6. Boundaries.** “When I was in Campbell’s Frozen Foods Group, everyone received a placard which read “open for business” on one side and “busy right now” on the other. The idea was to signal to others if you should be left alone. And everyone, from the group president to the junior analysts, respected these wishes. So, set boundaries with your team and then ensure everyone respects those boundaries accordingly.”

**7. Just say no.** “The CFO team is programmed, I believe, to say yes, then burns the midnight oil to deliver. We must empower our team to push back, to clarify priorities, and to say no when appropriate. And then we need to have our team’s back.”

**8. Personal work-life balance commitment.** “Model time off, leveraging your vacation and other PTO days, and disconnecting when you do. Set aside blocks of time on your calendar to focus on strategic work and to pursue personal interests. Don’t compose emails off hours. Or, if you really must, schedule them to be sent during normal business hours. Most importantly, adopt a mindset of intentionality. Be purposeful in clarifying and pursuing your personal and professional goals.”

See more at [8 CFO strategies to promote healthy work-life balance | CFO.com](#).