



How To Be Happily Married

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Do you have topic ideas? Comments or questions?

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A newspaper article¹, this Valentine's month, commented on research about love survival. Based on 25 years following 373 married couples² – from date of engagement to marital success or failure over a quarter century – the paper offered suggestions on how to make the most intimate of human connections, marriage, work. We feel its conclusions offer lessons for all human relationships, including business ones.

First The Study

The investigators said, to make a marriage successful, you should:

1. Don't sweat the small stuff; don't focus on the little things or waste time trying to fix your partner.
2. Sprinkle more goodness around so both people feel better about each other. (Thus, you are much better able to tackle the big stuff.)
3. Make your partner feel special, valued, loved and cared for.
4. Do small nice things, on an irregular basis: serve your partner coffee in bed; send your lover a card by mail, etc.
5. *Women*: compliment your mate – he needs it more than you do.
6. *Men*: don't be emotionally unfaithful, that is, have a crush on someone else³.
7. Spend 10 minutes per day to talk about

dreams or fun and not about daily issues⁴.

8. Work to ensure that your partner knows that you will never hurt your mate or deceive your special one. (scoring first at 94%).
9. Work to ensure that you meet your partner's three basic needs:
 - Fortifying your partner's self-worth
 - Constant intimacy and closeness
 - Providing support during your mate's stress

Now viewed from the Business Angle

Taking into account the business lessons of *The Respect Revolution*⁵, comprised of 12 volumes and over 2,700 pages, we offer almost the same remedies in business relationships, more or less, as follows:

1. Don't focus on how employees do things, but

¹ Tanya Enberg, *How to be happily married*, QMI Agency, Ottawa Sun, Ottawa, 3 February 2010

² Dr. Terri Orbuch, *5 Simple Steps to take your Marriage from Good to Great*; Random House, New York, 2009

³ Apparently she can tolerate physical philandering more than emotional philandering – but neither is acceptable

⁴ NOT of work, family, household, the relationship, etc. Examples: What are you proud of today? What do you regret doing? If you could visit anywhere in the world, where would it be?

⁵ William Caswell, *The Respect Revolution*, General Store Publishing House, Renfrew ON, 2010



on what the outcome is. Let each do it in each person's own way. (In a related publication, *The Relationship*⁶, we show that an intimate couple needs a mix of the four personality types, P, A, V and F⁵ for balance. And yet, because each of the four conflicts with the others, a successful relationship can only result by tolerating the other who is different – i.e. 'not sweating the small stuff'.)

2. Compliment an employee's strengths and then build on them to lead the person to become more effective.
3. Spend time listening to employees with three prongs: (a) focus carefully weighing what they say, never trivializing it – even if you disagree; (b) acknowledge that you have heard them; and (c) avoid justifying at that moment why you do it differently.
4. Bonuses and rewards offered on an irregular and unexpected basis create far more goodwill than an established reward program (because established rewards cease to be viewed as a reward but are seen as part of the basic compensation).
5. We don't limit need of complimenting males to women; we clearly state that of the four personality types⁷, the V's (Visionaries) need far more compliments than the other three. (And, reluctance to 'sweat the small stuff' is often a great difficulty for A's.)
6. While being emotionally unfaithful might not seem to fit business, it does in that you must focus on one business at a time and not become deeply involved in a second one that competes for your attention and your emotions.

7. *The Respect Revolution* says that every meeting should start off with a fun go-around question (called *Deflation*) such as: 'What is the best movie you have seen this past year?' or 'Who would you like to be stranded on a desert island with?' Then the meeting gets on with its heavier load.

8. The book series *The Respect Revolution* is all about working with others through respect – even your enemies. There is no room for hurt, deceit or any form of maliciousness. A referee is on hand to maintain a respectful environment.

9. To meet basic needs of your associates:
- Reassure any associates with whom you are working of the person's value to the project.
 - Ensure the employee feels that the supervisor can be relied upon to provide support as and when needed.

The Respect Revolution says that there are seven basic human needs. As well as the above two, we highlight one that is key: *the need for the individual to have control over the job, environment or situation* – not to be micromanaged or have decisions reversed from above. More of: 'sweat the small stuff'.

Good luck with your business relationships.

Bill Caswell

⁶ William Caswell, *The Relationship*, unpublished manuscript, Ottawa, 2006

⁷ P = *Producer*, someone who gets things done; A = *Analyzer*, someone who is careful and thorough; V = *Visionary*, someone with ideas of how to improve things; F = *Friend*, someone who empathizes with people.