

## YAHOO! NEWS

# The Marriage Development Company Launches a Fresh New Approach to Managing Home Life

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[The Marriage Development Company](#) announces its new 2012 workshops aimed at reapplying [business strategy](#) to home life. It aims to develop a new category of proactive training targeted at couples that are in stable relationships helping them to work smarter together.

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“Our observation is that many couples could benefit from some of the approaches used in the business world to improve communication, planning, and decision-making at home,” said Lisa Chin-A-Young, Co-Founder. “Often, couples are so busy in their day-to-day, that they don’t take the time to proactively develop a joint strategic plan of where they are going, or to even explicitly chart out their priorities for the year ahead. This leads to misunderstandings and working at cross-purposes, that over time may drive a wedge in the relationship. We’ve taken best practices from business and reapplied them so that they make a lot of sense to use in our home life.”

Training modules have been developed using best practice from global corporations, strategy firms, and academia tailored with the practical realities of personal relationships and successfully beta tested prior to its launch. Workshops are targeted at couples in stable relationships or newly-weds that are interested in smart ways to work together.

The Classic 4-hour workshop covers 3 main modules and runs on Saturdays in Central London including a light lunch and refreshments in an enjoyable professional setting.

Module 1: The Big Picture - Mission, Values, & Strategic Plan

Module 2: The Nitty Gritty - Implementing an Annual Plan

Module 3: Forks in the Road - The Science of Decision Making

Classic Workshops are available for a limited time at the introductory price of £125 per couple or £75 per solo participant with the 50% discount code “5odiscount” (offer open until 31 January 2012, while spaces are available). Regular price is £250 per couple or £150 per solo participant. Participants can register at <http://www.TheMarriageDevelopmentCompany.com> with the next Classic Workshop on 14th January 2012.

Gift Vouchers are also available and make a unique wedding or anniversary gift.

[The Marriage Development Company](#)’s motto of “Be Together. Work Together. Grow Together.” sums up its aim to help couples “Grow Together” over the course of their marriage by working smarter, not just harder.

[The Marriage Development Company](#) reapplies business strategy and frameworks to home life. For a smarter way to communicate, plan, and work together. The Marriage Development Company runs workshops in Central London and e-workshops globally.

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