

## ***ABSTRACT***

*Explores Work-life balance among managers using a qualitative research approach with Interpretative Phenomenological Analysis (IPA). The primary focus of this research is to understand how personal life can influence work and vice versa, as well as how work can enhance or hinder the quality of personal life. Data were collected through in-depth interviews with seven sales managers in an FMCG company. The findings indicate that a supportive personal life, such as pleasant life experiences, can enhance managers' motivation and skills at work. However, it was also found that a burdensome personal life, such as significant personal problems, can interfere with work. Additionally, work that provides financial, psychological, and well-being support, such as health facilities, transportation, and opportunities for skill development, can improve the quality of personal life. This study highlights the importance of balancing personal life and work for the well-being and performance of managers, as well as its implications for human resource policies within organizations. These findings provide deep insights into the interaction between work and personal life and support the development of policies that can enhance work-life balance in the workplace.*

**Keywords:** *work-life balance, phenomenology, manager, FMCG.*

