



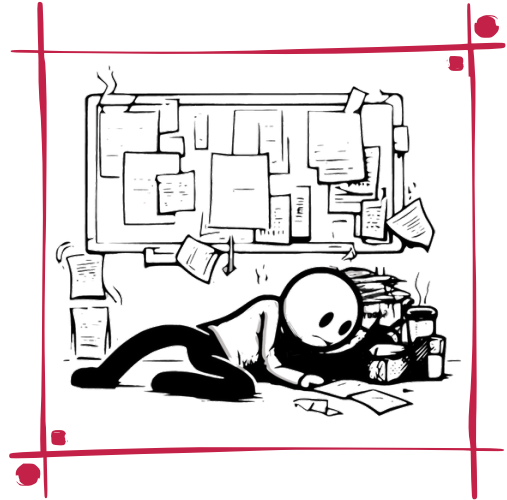
# PREVENTING BURNOUT:

A PERSONAL INSIGHT & PRACTICAL TIPS



Dr. Stanley Ward

# THE COST OF ON-GOING BURNOUT



## THE COST I PAID

In the spring of 2015, my journey to the Mayo Clinic marked a turning point in my life.

After two years of struggling to eat solid foods, enduring chronic pain, and facing one health setback after another, I was desperate for answers. The question that changed everything for me wasn't about medication or surgery; it was about stress. "Mr. Ward - how do you handle your stress?" my physician inquired, shedding light on the root cause of my health woes.

This question was a wake-up call. Over the years, through highs and lows, I'd pushed through stress without considering the toll it was taking on my body. My digestive system bore the brunt of my neglected stress management, leading me to a pivotal realization: no achievement is worth sacrificing your health for.

I've learned the hard way so you don't have to. I'm excited to share my journey and a few practical tips that have helped me manage stress and prevent burnout.

STAN 





# THE COST TO INDIVIDUALS



## CAREER DERAILMENT.

As leaders become cynical and feel increasing overload, they disconnect from their workplace. They pay less attention to essential details and become more reactive.



## ADDICTIVE BEHAVIORS.

In the later stages of burnout, leaders engage in numbing behaviors, including increased use of alcohol or other addictive substances. In some of the worst cases, leaders engage in self-destructive behaviors that include taking their own lives.



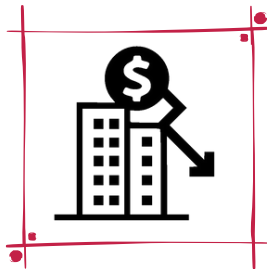
## BROKEN RELATIONSHIPS.

Burnout doesn't affect leaders at work alone. The lack of energy and increased reactivity also impacts their personal life.



## LOSS OF A LEGACY.

Burned-out leaders begin to self-destruct around the things that matter most to them, causing hurt to their families, charities, communities, and anyone else they influence.



# THE COST TO BUSINESSES



## COSTS ASSOCIATED WITH TURNOVER.

Losing a single employee can cost a business up to 2x the employee's annual salary. The inconsistent service for customers and the costs of hiring a replacement add up quickly.



## BILLIONS OF LOST DOLLARS.

Gallup research shows that employees who aren't engaged cost their company approximately 18% of their annual salary in productivity. The Stanford Social Innovation Review estimated that burnout cost businesses over \$190 billion in 2021 alone.



## PROBLEMS WITH SAFETY ISSUES.

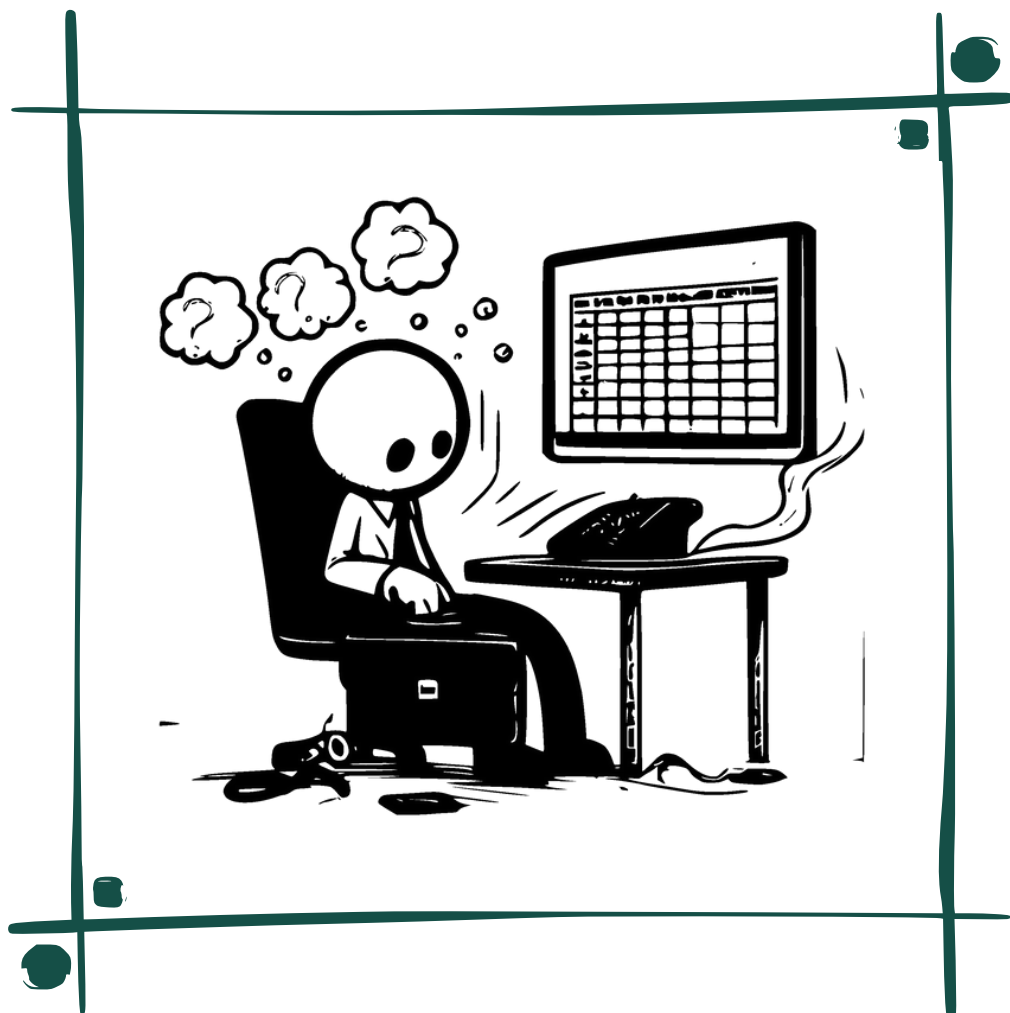
Burnout creates added difficulties for any business that addresses health and safety issues.



## DECREASED CUSTOMER SATISFACTION.

Your customers and clients recognize when they are dealing with a burned-out individual. Customer satisfaction scores drop, and clients find other businesses to care for their needs.

# PRACTICAL TIPS FOR **STRESS AND BURNOUT**



What You Can Do About It



# STOP

## CONFUSING PRESSURE AND STRESS

The Center for Creative Leadership has observed that [stress and pressure are different](#).

**Pressure is unavoidable if we want to live a productive life.**

**STRESS ON THE OTHER HAND IS ABOUT HOW WE PROCESS THAT PRESSURE.**

If we are continually looking backwards and beating ourselves up for past mistakes or if we are continually looking forward and worrying about things we can't control, then we are creating stress for ourselves.



### Protips:

- Many of us ruminate automatically. The first step is to catch yourself doing it.
- When you catch yourself ruminating, come back to the present.
- Use [belly breathing](#) or focus on your immediate physical senses.



# START ADJUSTING THESE FIVE DIALS

## FOCUS ON THESE AREAS TO HELP BEAT STRESS AND BURNOUT

1. **SLEEP** - Don't take sleep for granted. A consistent schedule helps here.
2. **NUTRITION** - Eating excessive amounts of processed foods, alcohol, and caffeine are like putting "bad gas" in your car. [The Mediterranean Diet](#) in particular has shown positive benefits for both physical and mental health.
3. **EXERCISE** (Movement) - Some people don't like the word "exercise." Fine, then let's call it "movement." The main idea is this - your body was made to move, so make sure you do so every day. [Even small "movement" breaks can make a positive difference.](#)
4. **MINDSET** - Perspective makes a difference. Ask yourself, "[What is the gift or opportunity here?](#)" when you have setbacks. You'll be surprised by what you can find. Pay attention to your self-talk. If you wouldn't treat a friend that way, don't do it to yourself.
5. **COMMUNITY** - Even introverted people need relationships, just not as many as those who are more extroverted. Don't confuse social media with genuine [friendship](#).



### Protips:

- When you feel "off," ask yourself which of these dials needs adjusting.
- Consistency and variety in your activities are key: daily habits for reliability and diverse actions for adaptability to changes.
- When it comes to booster activities, "More is more!"



## **CONTINUE** DEVELOPING YOUR KNOWLEDGE & SKILLS FOR MAINTANANCE

**Since the aftereffects of the COVID pandemic, our culture has become more aware of burnout.**

More and more research is being done on the topic. Here are some recommendations for where you can learn more about how to maintain yourself and beat burnout.

### **Online Articles**

- [Job Burnout: How to Spot it and Take Action](#)
- [5 Things to Do When You Feel Overwhelmed by Your Workload](#)

### **Podcasts and Audio Files**

- [Guided Meditation for Full-Body Relaxation](#)
- [The Anxious Achiever](#)

### **Books**

- [The Mayo Guide to Stress Free Living](#)
- [The Burnout Challenge](#)
- [Positive Intelligence: Why Only 20% of Teams and Individuals Achieve Their True Potential And How You Can Achieve Yours](#)
- [Learned Optimism: How to Change Your Mind and Your Life](#)



### **Protips:**

- “Information without application creates intellectual constipation.”  
In order words, don’t just learn this stuff. Apply it.

Remember, the strategies and insights shared here are not just one-time actions but stepping stones to cultivating a work-life balance that prioritizes your well-being.

Embrace these practices, make them your own, and let them guide you toward sustained peace and productivity. Committing to self-care and personal growth is your most powerful tool in navigating life's challenges.

If you're navigating the complexities of leadership and seeking guidance to enhance your effectiveness, resilience, and well-being, I extend an invitation for you to continue this transformative journey with personalized support.





# About Dr. Stanley Ward



Dr. Stan Ward works with high performing leaders who work in high stress environments. He knows that just like high-performing vehicles, these leaders need regular maintenance in order to be at their best.

Stan has over 10 years of experience coaching leaders on conflict resolution, stress management, burnout prevention, and creating sustainable positive changes. He helps these leaders overcome obstacles and create opportunities both at work and home.

**SCHEDULE YOUR COMPLIMENTARY COACHING SESSION.**



**Connect with Dr. Stan** 

