



Avoiding Burnout: Strategies For Long-Term Leadership Success

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What is Burnout?

- Burnout is a form of exhaustion caused by constantly feeling swamped. It happens when we experience too much emotional, physical, and mental fatigue for too long.
- Burnout can be caused by stress, but it's not the same. Stress results from too much mental and physical pressure and too many demands on your time and energy. Burnout is about too little. Too little emotion, motivation, or care. Stress can make you feel overwhelmed, but burnout makes you feel depleted and used up.
- Burnout can look like depression.

We Joke About Burnout But It Can Be Serious

Gail North and Herbert Freudenberger, came up with 12 stages of burnout.

1. An urgent need to prove yourself. In this earliest phase of burnout, you want to do well to the point of perfectionism for fear of not fulfilling demands.

2. Working harder. You feel the need to do everything yourself and complete tasks as soon as possible.

3. Neglecting your needs. You think the stress of work or activities, such as caregiving, is normal. You neglect your social life and look down on others who pursue one. You begin to make small mistakes.

4. More interpersonal conflicts. You have conflicts with co-workers, friends, or your partner. You don't sleep well, have other physical complaints, or become forgetful.

5. Revision of values. You see things differently and begin to seem insensitive to others around you. Friends and family become secondary to your goals.

6. Denial. Bitterness and cynicism creep in, and you begin to cut yourself off from others, becoming impatient, intolerant, and angry.

Your performance suffers, and you feel physical discomfort.

7. Withdrawal. Dealing with others feels like a burden. You get angry if someone criticizes you, and you may feel disoriented or helpless.

You may try to self-medicate with [alcohol](#) or illegal substances.

8. Behavioral changes. Apathy sets in and nothing matters. You avoid additional responsibilities.

9. Depersonalization. You lose your sense of identity, seeing yourself only as the vessel through which work and responsibilities are completed.

Your life feels meaningless, and you begin to neglect your health.

10. Feeling empty. Exhaustion, anxiety, and panic set in.

11. Despair. You may have feelings of self-hatred or depression coupled with suicidal thoughts.

12. Total burnout. This last phase of mental and emotional collapse requires immediate care.

Realigning Thoughts- Why Did You Start the Company?

- What was your initial motivation?
- What has Changed?
- The Struggle- Ben Horowitz

Spotting Burnout Before it Happens

“Almost everything will work again if you unplug it for a few minutes, including you.” — Anne Lamot

- What are the early signs?
- What can we do preemptively to protect ourselves?

Personal Health

“Take time off. The world will not fall apart without you.” — Malebo Sephodi

- Diet
- Gym
- Walking
- Forming habits
- Turning off the noise
- Personal Retreat- Long or Short

Family/Work Live Balance

“By taking care of myself I have so much more to offer the world than I do when I am running on empty.” — Ali Washington

- Just like your network, you have daily bandwidth limits
- Designate Family Time- It is the most important task of the day
- Sharpening the Saw

Delegation

- *“Don’t tell people how to do things, tell them what to do and let them surprise you with their results.” George S. Patton*
- It’s ok to ask for help
- You don’t have to carry the load alone
 - The right people will help you
- Give people the opportunity to fail
- Buy back your time
- Having hard conversations
- Respecting employee time

Tools to Allow You to Focus

- *“No one will make a great business who wants to do it all themselves or take all the credit,”* Andrew Carnegie
- Delegation
- Personal Assistant
- Help with phones
- Help with accounting
- Your next hire should be someone who is good at something you are not. Don't duplicate yourself, hire someone who is strong where you are weak.



THANK YOU