



Pivot to Whole Health

Tips to Avoid Entrepreneurial Burnout

Presented by: Alison Lea



Agenda

- About Me
- Understanding Burnout
- The Big Picture
- Health & Human Capital
- What is a Whole Health Approach?
- Taking care of you
- Protecting your team
- Resources



About Me



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Understanding Burnout



Understanding Burnout



Mental, physical, and emotional exhaustion



Disturbs the endocrine system, responsible for regulating your “fight or flight response”



Chronic stress without recuperation via resting



The Science: Burnout

Psychologists Herbert Freudenberger and Gail North developed a 12-stage model of burnout, to visualize its progression:

1. Compulsion to prove oneself
2. Working hard
3. Neglecting basic needs
4. Displacement of conflicts
5. Revision of values



The Science: Burnout (Contd.)

1. Denial of emerging problems
2. Withdrawal
3. Odd behavioral changes
4. Depersonalization
5. Inner emptiness
6. Depression
7. Burnout syndrome



The Big Picture

“You’re no good to anyone, unless you’re good to yourself!” - Unknown

- How can this affect me?
- How can this affect my business?



What is the role of health in human capital?

Improved

- Creativity
- Employee co-operation
- Employee engagement
- Employee retention
- Loyalty to organization
- Morale and employee satisfaction
- Productivity, and
- Recruitment

Reduced

- Absenteeism
- Employee turnover (means reduced recruitment and retraining costs)
- Grievances
- Health costs
- Medical leave/disability
- Presenteeism
- Workplace injuries and accidents, and
- Work time lost

For every
10,000
Canadian
Employees

"We needed a program that actually treated the two fundamental conditions that lead to disability and absenteeism – depression and anxiety"



2,000

struggle with mental health.

1 in 5 Canadians struggle with mental health.



\$2,418,000

lost annually in productivity due to absenteeism.

In 2011, the average absenteeism rate in Canada was 9.3 days per full-time employee, at an average of \$200 per employee.



1,300

of whom are not getting the care that they need.

2/3 Canadians struggling with mental health concerns do not seek treatment.



\$18,135,000

estimated annual cost of lost productivity due to presenteeism

Presenteeism losses are estimated to be 7.5 times higher than absenteeism.



SK

However, a lot is standing in your way

Employees are frustrated

I don't understand the difference between my HSA, EAP and Paramedical benefits.

When I need help, there are too many different places to go and give up.

What's offered by my employer doesn't match what I'm looking for.

I don't need therapy yet, I just need a little extra mental health support.

I'm not looking for a wellness program, I need something that's proven to work.



HR staff are frustrated

I don't have the time or expertise to create Mental Health campaigns throughout the year.

Employees constantly forget what they have available to them.

I don't know which of my programs are working.

I'm pressured to drive down absence & disability costs.

Only a fraction of my employees access programs that I'm paying for.



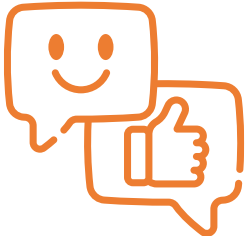
SK

A photograph of three children running happily in a grassy park. The child in the center is a boy wearing a grey and blue baseball-style t-shirt and red shorts. To his right is a girl in a striped tank top and denim shorts. On the left, another child is partially visible, wearing a light blue t-shirt and dark shorts. The background shows lush green trees and a clear sky. A semi-transparent blue overlay covers the left side of the image.

Pivot to Whole Health



OUR APPROACH TO WHOLE HEALTH



Whole Health



Taking care of you





Recognizing the signs

- List what burnout looks like for you so you can identify it early and take steps to prevent a downward spiral
 - Neglecting basic needs - lack of sleep, lack of healthy eating, lack of social interaction.
 - Lack of sleep
 - Lack of motivation
 - Anxiety
 - Feeling overwhelmed
 - Unhealthy habits forming



Tips to Avoid Entrepreneurial Burnout

Assess	Assess where you are each week in following through on your chosen strategies
Tweak	Tweak your list as needed
Make	Make yourself less available
3-D's	Do it. Dump it. Delegate it.
Connect	Connect with people who care about you
Ask	Ask people you trust for support
Learn	Learn to verbalize your feelings to prevent future episodes of burnout



Educate

- Talk to your doctor or counselor about how you're feeling & ask for guidance
- Find a podcast or book
- Participate in events or discussions around stress management and burnout
- Mind Beacon/Headspace



Invest & Protect

- Saskatchewan Blue Cross Personal Health Plan & Group Benefits
- Education and mental health counselling
- Leave of Absence/Disability





Find what works for you

- Trial and error
- Patience
- Delegate
- Leverage your community



Don't bite off more than you can chew

Examples:

- Ask for small things (help with dinner or laundry)
- One thing you do for yourself each day
- Prioritize sleep one day a week
- Strict cut off times

A photograph of three women walking on a city sidewalk. The woman on the left has blonde hair and is smiling. The woman in the middle has dark hair and is also smiling. The woman on the right is wearing sunglasses. They are walking past a modern building with large windows. A semi-transparent blue banner is overlaid across the middle of the image, containing the text 'Protecting your team'.

Protecting your team





Protecting your team

- **Provide clear expectations** for all employees and obtain confirmation that each employee understands those expectations.
- **Make sure employees have the necessary resources and skills** to meet expectations.
- **Provide ongoing training** to employees and managers on mental health strategies.
- **Help employees understand their value** to the organization and their contributions to the organization's goals.
- **Enforce reasonable work hours**, including, if necessary, sending employees without good boundaries home at the end of their regular work day.





Protecting your team

- **Encourage social support and respect** within and among work teams.
- **Support physical activity** throughout the workday.
- **Strongly encourage the taking of breaks** away from the work environment.
- **Promote a supportive culture** around mental health





Why invest in a Personal Health Plan?

Secure coverage for the future:

- Protect your loved ones
- Health changes
- Safeguard your finances
- Peace of mind





Personal Health Plans for Small Businesses

- Entrepreneurs, Self-employed, Contractors
- Groups under 3 lives
- Temporary worker, seasonal employee
- Business experiences high turnover





Blue Essentials

Features and Benefits:

- Ability to tailor to the unique needs of the client – over 25 plan design options
- Flexible, customized options
- Tremendous feedback from the small business community
- 3-19 employees
- Competitive product in the market
- Affordable





New!

Enhanced Services

lumeca⁺

**Mind
Beacon**





Custom Group

Features and Benefits:

- Groups 20+ employees
- Fully Customizable
- Additional Options
 - Employee Spending Accounts
 - Disability Insurance & Management
 - Employee and Family Assistance Program (EFAP)
 - Second Opinion
 - Cost Plus
 - & more!



maple

Blog



How to develop a wellness strategy for your workplace

Creating a top-tier company culture starts with the simple truth — invest in people. A team that is healthy, happy, and secure operates like a well-oiled machine. Learn how you can develop a wellness strategy for your company.

[Read more >](#)

Our partners at Maple Health provide virtual health services, and resources for addressing mental health in your workplace.





Meeting Your Needs

- Improves retention and attraction of top talent with a comprehensive benefits package
- Creates a culture that promotes healthy living
- Supports employee health and maintains productivity
- Flexible coverage options to meet your budget
- Online tools and support to create a seamless process





Resources – Podcasts

- Safe for Work
- WorkLife with Adam Grant
- Happiness Lab
- Brené Brown – Unlocking Us
- The Daily Shine





Resources – Literature

- I'm So Effing Tired
- Burnout: The Secret To Unlocking the Stress Cycle
- Girl Code
- Female Innovators at Work
- In the Company of Women



Resources – Wellness Guide



understanding BURNOUT & HOW TO PREVENT IT

We all know that every professional has its own particularities and challenges. Whatever path you choose to go down in life will come with ups and downs. Some careers might be particularly susceptible to seasonal or market volatility. Some will guarantee a lifetime of long hours and late nights. Others will require hours of education in your free time to stay current with industry trends.

When it comes to choosing the path of entrepreneurship, the reality is that you may be in for all of the above challenges. You really started down the road of entrepreneurship because you're passionate and driven – and these are also likely the traits that have contributed to your success! But that passion and drive can make you more susceptible to losing balance, and potentially, burnout.

Some normal levels of stress can be healthy, and can even contribute to one's peak performance. However, when we consistently live in a state of stress, and don't take the time to recuperate by resting, we start building chronic stress.

Chronic stress can lead to any combination of disorders and illnesses, ranging from hormonal disorders, muscle tension and aches, high blood sugar levels, diabetes, high stress hormones, heart problems, weakened immune response, to anxiety, depression, irritability, and insomnia.

Essentially, the continuous stress on the body over a long period of time can disturb the endocrine system, nervous system, cardiovascular and reproductive system. Stress can ultimately take over your body and create long-lasting, and damaging effects if not addressed and proactively managed. Unlike a cold or flu, burnout doesn't go away on its own and it does not always manifest the same warnings or signs for each person. This is why it's important to educate yourself and check-in often to gauge how you're feeling and determine whether action is required.

Keep reading to learn the warning signs of burnout, tips to prevent burnout, and resources to help you stay one step ahead of burnout!

But what does burnout mean in the first place?

HOW TO recognize WARNING SIGNS

Burnout happens when we are chronically stressed – but for those of us who live with a higher amount of stress than others may consider normal, it may be harder to recognize the signs of burnout happening.

The science of how burnout progresses is broken into 12 stages. Being aware of this progression can help you gauge where you are, and take steps to address it.

1. Compulsion to prove oneself
2. Working hard
3. Neglecting basic needs
4. Displacement of conflicts
5. Revision of values
6. Denial of emerging problems
7. Withdrawal
8. Onset behavioral changes
9. Depersonalization
10. Inner emptiness
11. Depression
12. Burnout syndrome

While the stages of burnout are meant to be a list of standard identifiers that can be checked broadly, burnout warning signs might look different for everyone. Here are some common ways that the stages show up in our everyday lives:

- Disrupted sleeping patterns (too much or too little)
- Persistent feelings of anxiety
- Feeling overwhelmed and like you don't know where to start
- Neglecting chores or tasks at home
- Feeling like you can't afford to take a break
- Changes in eating habits
- Ignoring friends or family
- Feeling like you'll never get caught up

Identifying and listing what burnout looks like for you can be a powerful tool to help you identify it early, and take steps to prevent a downward spiral.

7 QUICK TIPS FOR AVOIDING burnout

- 1 ASSESS.** Assess where you are each week in following through on your chosen strategies. Be honest with yourself.
- 2 TWEAK.** Tweak your list as needed - what can you rearrange or reprioritize?
- 3 MAKE.** Make yourself less available. Set "office hours" for yourself and stick to them.
- 4 3-D RULE.** Follow the rule of the three Ds to streamline your to-do list. Do it, dump it, or delegate it!
- 5 CONNECT.** Connect with people who care about you. A quick break with a friend over coffee can help you feel refreshed and recharged.
- 6 ASK.** Ask people you trust for support when you need it.
- 7 LEARN.** Learn to recognize the signs of burnout and verbalize your feelings to prevent future situations.

BURNOUT PREVENTION resources

Want to keep learning and stay one step ahead of burnout? Check out these helpful resources to get started!

PODCASTS

 Safe For Work	 WorkLife with Adam Grant	 The Daily Show
 Unlocking Us with Brené Brown	 We Can Do Hard Things with Dannon Doyle	 The Happiness Lab

LITERATURE

 I'm So Tired Amy Smith, MD	 Girl Code Cara Alwill Leland	 Female Innovators at Work Chantel Newsum
 In the Company of Women Grace Stanley	 Burnout: The Secret to Unlocking the Stress Cycle Emily & Amelia Nagoski	

DIGITAL HEALTH

 Mind Beacon	 MindBeacon digital health resources	 lumecca	 Lumecca - free seamless virtual healthcare for all Canadians	 maple	 Maple - access to online doctors for group clients
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PROTECT YOUR HEALTH

Saskatchewan Blue Cross solutions for every team.

- Personal Health Plans for you and up to 2 others
- Blue Essentials for between 3-99 employees
- Custom Group Benefits for groups with 20+ employees

Connect with us any time for more information about protecting your team!



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we 

Contest/Survey Details

- Fill out our survey for a chance to win a \$50 gift card from the Women Led Business List
- Sign up to receive an exclusive look at our new Wellness Guide!





FIND YOUR WHY



THE WOMAN IN THE ARENA

“It is not the critic who counts; not the woman who points out how the strong woman stumbles, or where the doer of deeds could have done them better. The credit belongs to the woman who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends **herself** in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if **she** fails, at least fails while daring greatly, so that **her** place shall never be with those cold and timid souls who neither know victory nor defeat.”

THEODORE ROOSEVELT





Q&A