

MANAGING BURNOUT THROUGH CRISIS

IAPA Webinar

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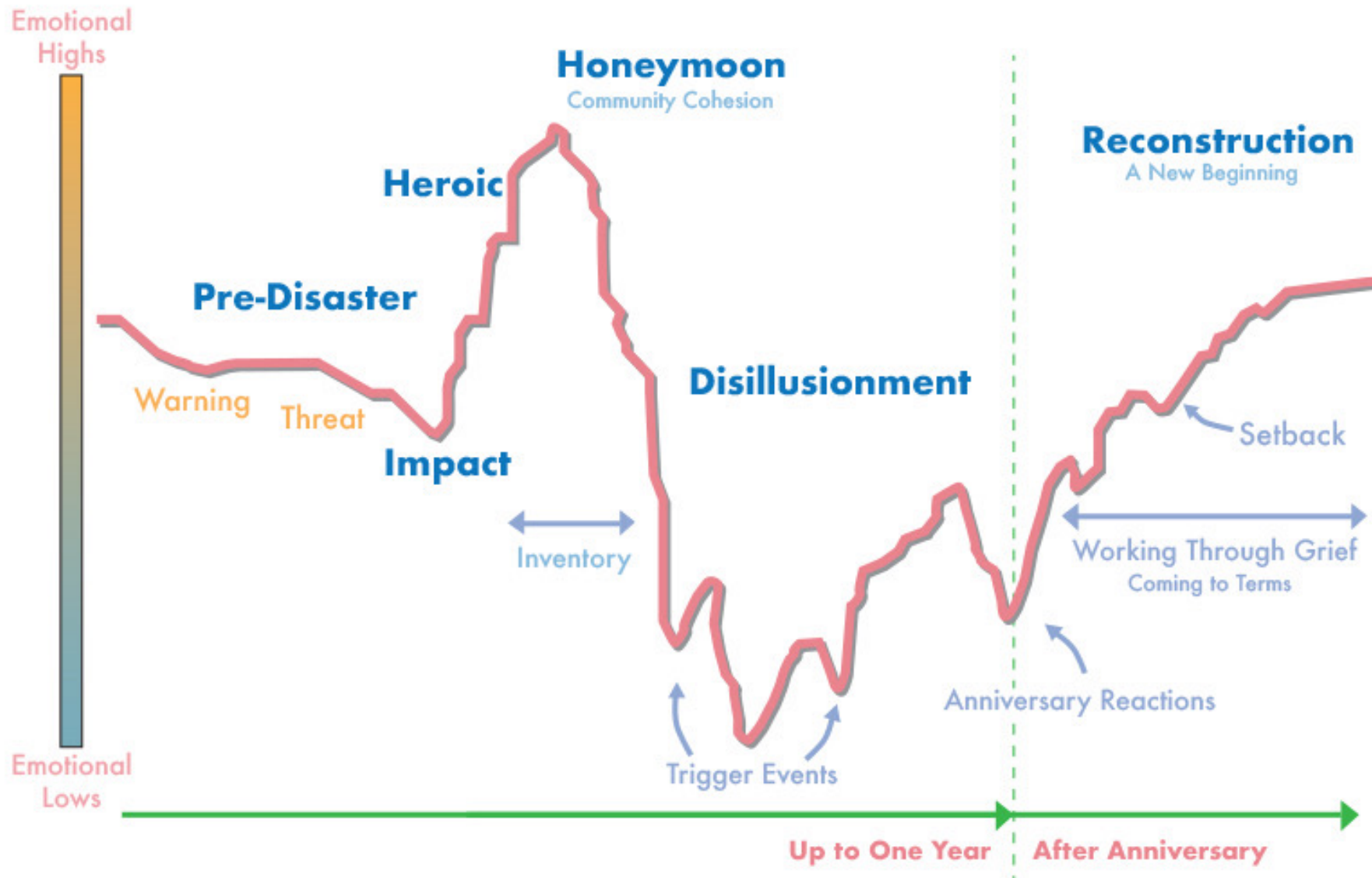
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Where are you/your team on this chart?



Adapted from Zunin & Myers as cited in DeWolfe, D. J., 2000





What is burnout?

- Emotional exhaustion
- Depersonalization
- Decrease in a sense of accomplishment



Emotional exhaustion happens when we get
emotionally stuck.
Complete the stress cycle.



BURNOUT KEY IDEA #1



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Physical activity is the most effective way to
"complete the cycle."



BURNOUT KEY IDEA #2



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You can **manage**
frustration through
positive reappraisal and
planful problem-solving.

BURNOUT KEY IDEA #3



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Creative expression is a
proven way for some people
to complete the stress cycle.
What's your outlet?



BURNOUT KEY IDEA #4



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A hand is shown placing a puzzle piece with a green person icon into a row of four other puzzle pieces with grey person icons. The puzzle pieces are arranged on a wooden surface. The background is dark and out of focus.

You can **build your resilience** to stress by aligning yourself with something larger.

BURNOUT KEY IDEA #5



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RECALIBRATE PROGRESS

OUTCOMES

This is the traditional marker of meaning/progress in business

Revenue

Costs saved

Products launched

New signed engagements

Team members hired

Promotions

BEHAVIOURS

More sales calls

More engagement with social media

More engaging team interactions

Fewer errors or corrections

Better processes

RELATIONSHIPS

Better collaboration across departments

Stronger connection to senior leaders

Engagement with potential new clients

LEARNING

Skills

Confidence

Resilience

Lessons for the future

Align yourself with something that is meaningful to you.





You can combat
burnout by
**CONNECTING WITH
PEOPLE**

Needing people is a
fact of life,
not a sign of
weakness.

BURNOUT KEY IDEA #6



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Rest and sleep are crucial to
health, productivity and
avoiding burnout.



BURNOUT KEY IDEA #7



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Audit your time.



**Set priorities.
Start with your MITs.
Then set limits.**



**What's the real deal with
multi-tasking?**

Stop the half-work.

Introduce buffer time.





**28% of average worker's work day is spent checking,
reading, and answering emails
= 2.6 hours spent and 120 messages received per
day.**

(McKinsey)

*("Checking" email includes reading notifications,
losing several seconds each time.)*

CHECKING EMAIL - TIME



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**On average, professionals check their email
15 times per day, or every 37 minutes.**

Expectations for an email response:

- In less than an hour:
 - only 11% of customers/clients
 - only 8% of coworkers expect a response in less than an hour
- In about an hour:
 - 40% of people expect a response in about an hour



CHECKING EMAIL - TIME

Source: Harvard Business Review



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Bounce-back time cost of “checking” email = 64 seconds

(the amount of time for people to return to work
at the same rate they left it after an interruption
like checking email)

(Loughborough University)



CHECKING EMAIL - INTERRUPTION



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“As I am still thinking about Task A while trying to do Task B, I don’t have the cognitive capacity to process those two tasks at the same time, nor do a perfect job on both.”

(Sophie Leroy, University of Washington)



CHECKING EMAIL - INTERRUPTION



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TIP #1 - CHECKING EMAIL:

Turn off notifications and schedule time (5-8 minutes) every hour to check email.

- Cuts out 6 email checks from the day = 21 minutes saved (includes bounce-back time) *(Zarvana)*





**Full inboxes waste many
minutes per day.**

(Harvard Business Review)

So how should you manage your inbox?

INBOX



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Professionals delay replying 37% of the time, so re-finding messages is a big part of the work of email processing.

How can we make this easier and less time-consuming?



ACTION FOLDER

requiring further action

not needed if using email/to-do list integrations (i.e. Trello; Quick Steps in Outlook; Add to Task in Gmail etc.)

REFERENCE FOLDER

to read/find at a later date

You can also improve efficiency and accuracy by using automated rules or filters.

BEST PRACTICES – FILING



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**62% of all email is not important and
can be processed in bulk.**

(Sanebox)

**The average person opens 20% of
“permission mailers” (i.e.
newsletters) and spends 15-20
seconds reading each of these email.**

(Harvard Business Review)



PROCESSING EMAIL



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TIP #4 – PROCESSING EMAIL:

Avoid processing irrelevant or less important emails individually.

- Use automated filtering for newsletters you actually use
- Unsubscribe and block unwanted emails rather than just deleting them.



TIP #5 – EVERY EMAIL:

Use the single-touch rule,
moving every email out of your
inbox the first time you read it.

aka: OHIO - Only Handle It Once (howtogeek.com)



BEST PRACTICES – EVERY EMAIL



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After reading an email for the first time, do one of the following. If it:

- **Requires later action**

Send to the to-do task list or file in the “Action” folder with other emails requiring further action.

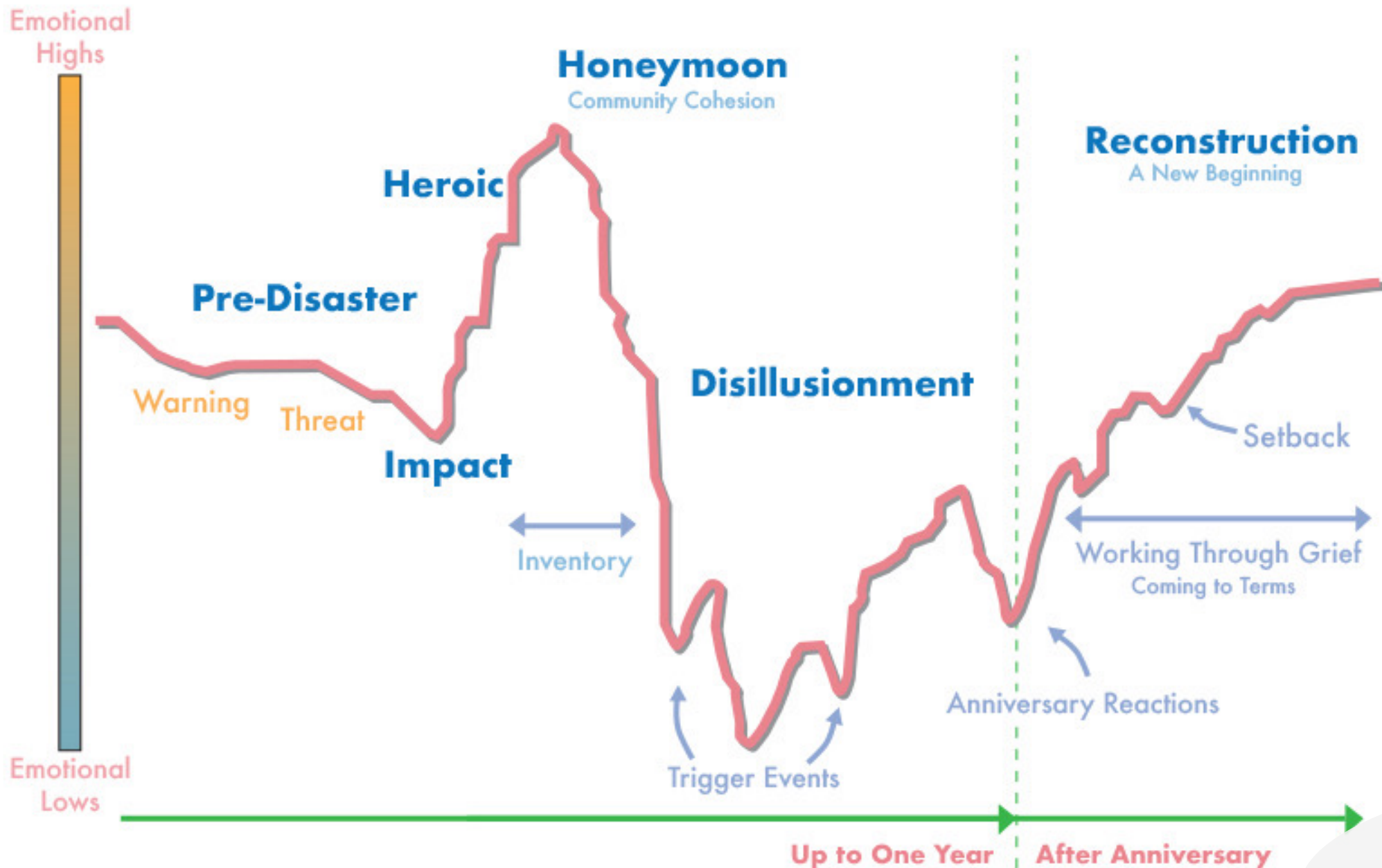
- **Should be kept**

Move to the “Reference” folder. You can use the search function to re-find it when you need it.

- **Is irrelevant or unwanted**

Delete. If applicable, unsubscribe or block before deleting.





Something to work against
Determination to prove wrong
Higher work ethic and raised standards

VERSUS

Dwelling on the negatives
Blaming
Detachment and combustion

1 Acknowledge and Use Negative Emotion Affect



The background features a dark blue gradient with several light blue speech bubbles of various shapes and sizes scattered across it. In the foreground, there are three wooden figures of varying heights and shapes, resembling stylized people or characters. The figures are made of light-colored wood and are positioned on a dark blue surface. The overall aesthetic is clean and modern, with a focus on communication and human interaction.

Must allow space to deal with negative emotions.

- Engage with emotion
- Feed developmental bias, not angry critic
- Channel energy into action

1 Acknowledge and Use Negative Emotion



2

Build Relationships



Make steady
investments in
relationships.

Connect with the *person*.

Plan for it.



Questions?



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