



Hello .

With over 11 million Australians currently in lockdown, so many people are feeling fatigued. So it's no wonder I've had multiple conversations in the past few weeks like this:

"All of my brokers are tired and fatigued and on the verge of burning out."

"The executive team are working flat out, and burning out is a real concern."

"Our people have been pushed so hard, and they have nothing left."

"All staff are on the brink. This last wave of COVID is pushing them over the edge."

"Not knowing when this latest lockdown will be over is playing on employees minds."

I get it. The first lockdown in March last year was almost novel. Working from home, not getting dressed for work each day (hello, leisure-wear!). The extra time saved not travelling to work. However, constant change, uncertainty, and ambiguity have killed any novelty, and mental health experts see a spike in stress-related problems, anxiety, and depression.

The COVID-19 pandemic has exacerbated burnout among Australia's workforce. And remember, the pandemic came on the back of a fast-paced digital revolution, drought, floods, bushfires and an economic downturn. For many businesses and leaders, there has been no downtime, no ebb and no flow. Just constant bombardment from one event to the next.

And then I realised we had the answer.

Burnout Proof

Dr Tom Buckley, StriveStronger's Research Director, and I have had a front-row seat observing what makes people tip over the edge when the desire to stay afloat balancing a busy life, pushes them to breaking point. There is a delicate dance between making the body's physical and psychological resources stretch and not snap.

In our passion to bridge the gap between the science of human performance and the reality of the human experience, we have identified five key factors to inoculate you against burnout.

We are not saying these factors 'help you reduce burnout' or 'reduce the risk of burnout.' Instead, we make the bold declaration that you will not burn out if you build these five factors into your life.

I go into a lot more detail in the complimentary whitepaper you can download, but here they are:

- 1. Purpose Alignment** - alignment of purpose, personal values and associating meaning with work has strong links to improving satisfaction with life
- 2. Active Recovery** - switching off is crucial to sustaining energy levels, reducing fatigue, nurturing creativity, and enhancing emotional intelligence
- 3. Restorative Sleep** - quality sleep is vital to recovery, hormone balance, brain function and memory.
- 4. Physiological Capacity** - the ability to have reserves and adapt in various situations, especially in response to challenging tasks or stressful times.
- 5. Social Connectedness** - flourishing relationships and connections are fundamental to pleasure, meaning, and fulfillment in life.

The Solution?

Our upgraded 30 Day Boost program now includes content specific to protecting your employees against burning out. And we have worked with top 20 ASX CEO's and executive teams, entrepreneurs running multi-million-dollar organisations, Olympic athletes and national sporting teams, the pointy end of the military and thousands of corporate workers to corroborate our position. You can find out more [here](#).

In this month's AM Edition you can:

WATCH: 30 Day Boost

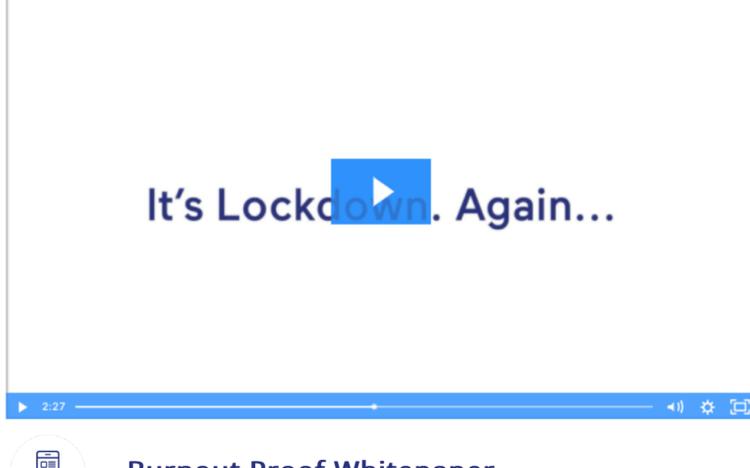
READ: Burnout Proof Whitepaper

LISTEN: Burnout Proof Podcast with Andrew May and Dr Tom Buckley

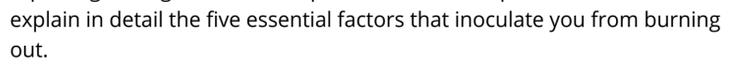
ENGAGE: 30 Day Boost



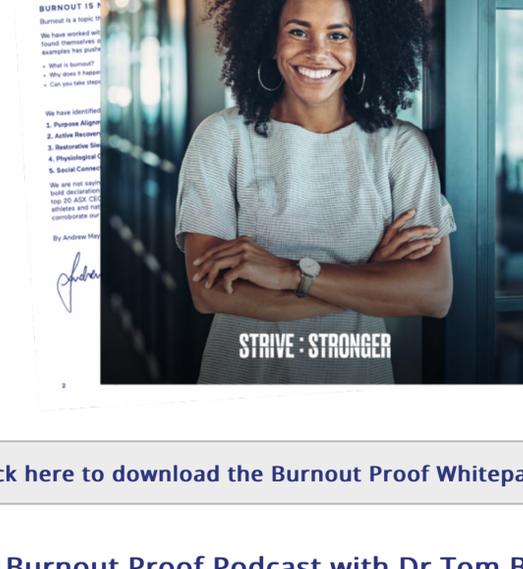
30 Day Boost - New Program



Burnout Proof Whitepaper



Research worldwide confirms what we see on the ground in Australia: our natural rhythms have dissipated, and burnout is a growing concern. 'Pandemic burnout' is a real phenomenon, with up to half of all workers reporting feeling burned out, up almost 10% from pre-COVID times. We explain in detail the five essential factors that inoculate you from burning out.



[Click here to download the Burnout Proof Whitepaper](#)

Burnout Proof Podcast with Dr Tom Buckley



Andrew and Dr Tom reveal how to incorporate the five essential factors to avoid burnout in your life. Having worked with multiple CEO's and entrepreneurs who work 80+ hour weeks and never burn out, they can confidently say that burnout is not about hours worked on the burnout scrapheap working 38 hours or less.

[Listen to the full episode here](#)

30 Day Boost Program

Boost employee morale, wellbeing, and productivity. Empower leaders to steer change.

A structured, interactive program, 30 Day Boost, is proven to build mentally resilient workforces and great corporate cultures. Designed on coaching psychology and behaviour change principles, the online platform and live sessions include a comprehensive range of materials from domain experts provided in a format that suits all learning styles.

[Click here to download the 30 Day Boost brochure](#)



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