

**ESBA**

DEALING WITH BURNOUT

## VIDEO NOTES

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My number one takeaway from this video

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# BUSY

A common theme among entrepreneurs (especially technicians) is that you're a Very. Busy. Person.

And you are.

But you're not any busier than anyone else.

However, busy is just one of the self-serving pedestals we set ourselves up on as entrepreneurs. We *enjoy* the drive, the creativity and the benefits of our hard labor. But our being busy is a choice *we make*. And we often make the choice to be busy *over* something else.

Your reputation, your lifestyle, your schedule, your competitive drive, your relationships, your kids' activities...each involves a choice to crown *something* king of the pedestal or to dethrone it in favor of something else.

What you're really doing when you claim to be 'busy' is that you're allowing insecurity, comparison and wants to dictate your schedule. When you allow others to dictate your 'enough' then you are allowing comparison to steal from you. This is the very definition of insecurity.



# BURNED OUT

Urgent. Overloaded. Overwhelmed. Discouraged. Guilty. In control. Out of control. Pressure.

When you're burned out, it's often because you're living a life of comparison. You're allowing self-pressure or pressure from outside sources to dictate your life. This lifestyle is counter to running your own race. You're allowing your schedule, goals and values to be dictated by others - the opposite of a rich life. Comparison steals from you.

Burned out looks and *feels* like stress, exhaustion, depression, low energy, small mistakes, forgetfulness, emotional, easily offended.

So how do you deal with being burned out? Can it be avoided? Especially when launching new ventures, the first few seasons of work are tough. The learning curve is constant, the hours vary and the schedule can affect your family life as well. Problems are not as easily 'left at the office.' During these seasons, identifying sources and types of pressure is important.

## When pressure is good

Pressure can be a good thing. Pressure is used to make diamonds. It can produce perseverance. Pressure often produces great results; it can drive a person forward, propel performance and set new achievement standards.

## When pressure is bad

Pressure can also be a very bad thing. Pressure inside your body - your brain, your vital organs - can cause much trauma, ruining your health and even causing death. Emotional pressure can also cause trauma.

## Physical burnout

Physical exhaustion is typically the root of physical burnout. Physical and mental rest are crucial to rejuvenation.

## Psychological burnout

This burnout deals with your mental health. When coping mechanisms and decision-making are a struggle, seeing a counselor is essential. Your stress may be temporary and just for a season but it may be more critical than talking alone can solve; medication or other coping mechanisms may be necessary.

If you find yourself consuming alcohol more often, 'zoning out' on electronics, speaking alarming phrases over yourself, such as "I could just [shoot / tell off / shake] [that person / myself]" - these are major warning signs that you should seek out help immediately. You do NOT have to try to cope on your own.

People are more stressed out now than ever before about personal safety, politics, relationships and more. Any stigma that surrounded keeping your problems to yourself has been removed and good counsel is not only great for your personal life but is wise and good for business too.

## Emotional burnout

Dealing with emotions is tricky any time. Emotions can be misleading. The emotions themselves are very real but may be based on false assumptions. They're necessary because they work like a check engine light on a car - they signal something's wrong but should not be considered the source of the problem.

Pressure that leads to emotional burnout typically stems from one of two places - internal or external.

**Internal pressures:** Where you're overloaded - is it intentional? If so, why? (reasons could be that you don't want to go home or you're afraid of failing).

**External pressures:** Who are you keeping up with and why? Is it for the house? The car? The appearances? The Jones'?

# DO MORE WITH LESS

Did you know that you're actually wired to do more with *less*?<sup>1</sup>

The truth is most people find success when they scale back, declutter and get hyper-focused on achieving one goal at a time.

But the goals must be prioritized by what is (a) highest ROI and (b) sequentially necessary and (c) most meaningful to you.

Remember why you started all of this? Lifestyle freedom and creating your own definition of a rich life were probably a big part of your why. Are you now letting 'busy' dictate something different?

You'll get much more accomplished when you prune your schedule, your life, your relationships - even if only for a season.

You'll find that without the mental clutter, you'll accomplish more in a shorter amount of time.

There are several well-known stories about accomplishing much in your day based on consistent forward movement and tackling undesired or dreaded tasks early and in time-based increments. Many modern day performance coaches use these same approaches in teaching athletic mental and physical performance, entrepreneurial climb and business growth mindset shifts.

## Eat the Frog

Mark Twain once wrote that if you eat a frog first thing each morning, you'll likely find it's the worst thing you do all day. The principal is about time management. By eating your 'frog', you tackle your worst, most dreaded task *first*, making the rest of your day more free for creativity and production. You've cleared your mental space, leaving you free to be more creative. This feeling of accomplishment, which triggers more positive psychology and endorphins (happiness hormones), directly combats burnout.

<sup>1</sup> Note: This does not say do more with stress, though many people prefer hard deadlines for motivation and achievement.



## What if I have two frogs?

According to Brian Tracy, you 'eat the ugliest one first.' Meaning, whichever task is the hardest, go after it without quitting. Stay focused until it's complete. Failure to complete a task is a huge mental drain.

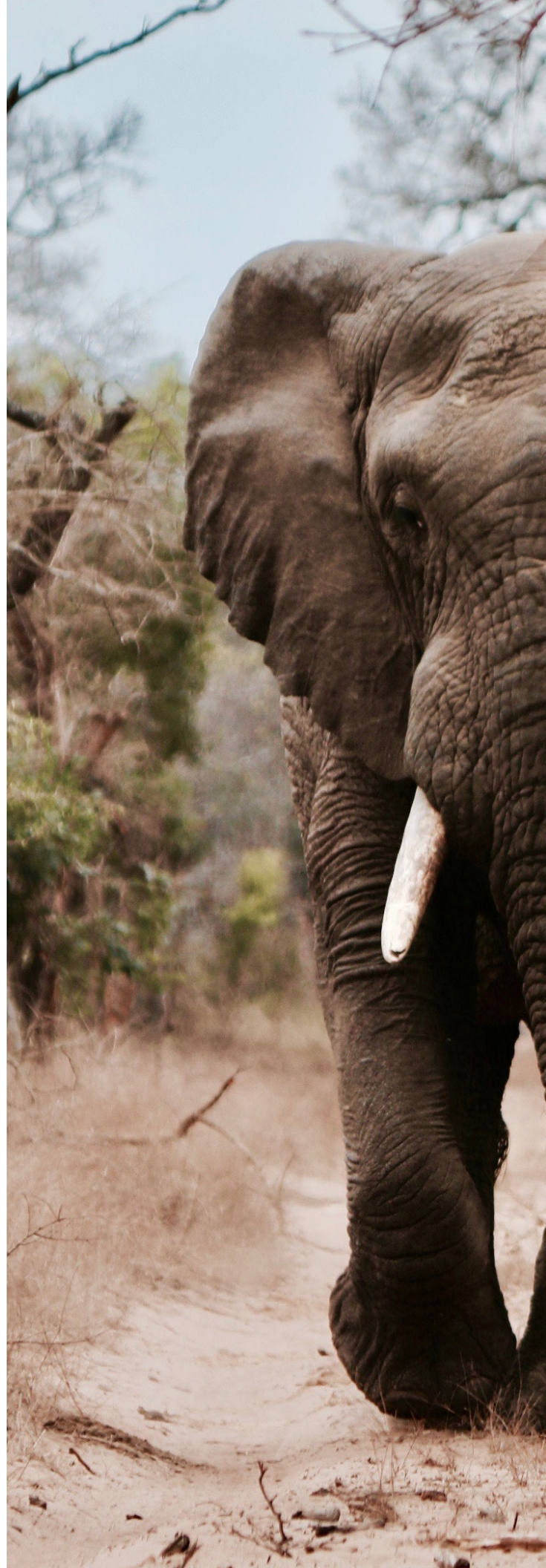
## Eating an Elephant

On the flip side, there is also a saying, "When eating an elephant take one bite at a time<sup>2</sup>." This means to keep going. Consistency wins over flash every time. Burnout is deceptive; you may think you need to rest - or even to quit. But the point of breakthrough often looks like the point of quitting. Never give up<sup>3</sup> !

The number one snare is failure to stay focused to the finish. Too often people chase too many tracks at once instead of starting and completing one track before moving on the next. The second, equally large snare, is to get overwhelmed by the challenges you face and therefore quit making progress.

<sup>2</sup>Creighton Williams Abrams Jr. (September 15, 1914 – September 4, 1974), United States Army general and Chief of Staff of the United States Army.

<sup>3</sup> A famous quote by Winston Churchill, who also said, "If you're going through hell, keep going."



# URGENT VERSUS IMPORTANT

Just like Mark Twain's frog, prioritization of activities requires dealing with the *emotional* components of decision-making over the accomplishments. Determination of what is truly important to the business is necessary for highest financial and emotional ROI. Sometimes it's the task-orientation that kills productivity and not the actual accomplishment.

Stop being a technician!

As you scale your business and brand, you may find you're more consumed by your schedule. That's why time-blocks, no phone zones and prioritization of your life goals are so important.

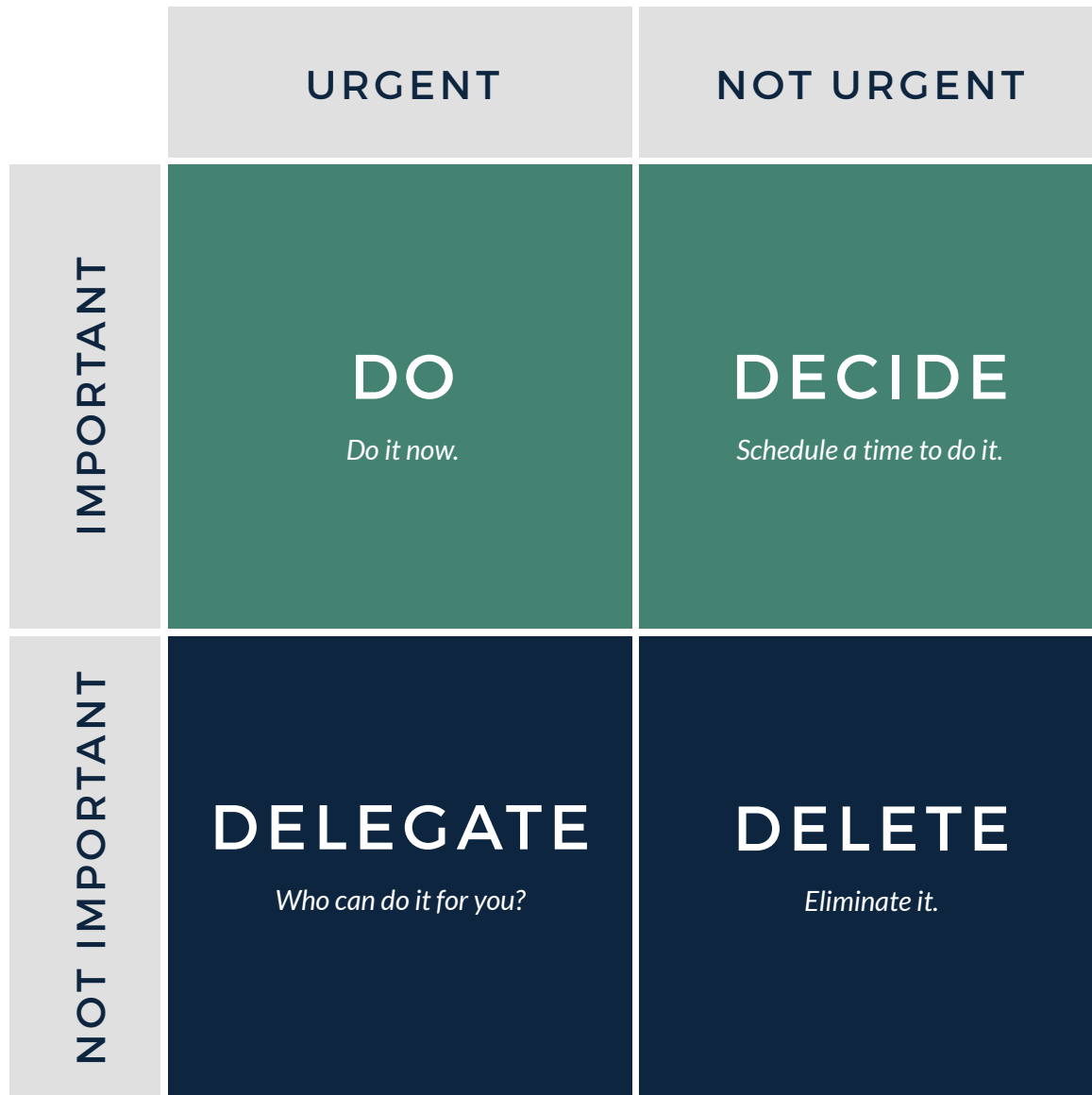
## The highest and best use of your time

Dwight D. Eisenhower was a US president, a five-star general, respected commander, innovator and more. His major accomplishments and productivity are impressive to this day. He developed a decision-making framework to determine how his own tasks were to be prioritized. This became known as the Eisenhower Box.

# THE EISENHOWER BOX

"What is important is seldom urgent and what is urgent is seldom important."

- Dwight Eisenhower, 34th President of the United States



Eisenhower categorized his decisions based on the following categories:

1. **Urgent & important.** Tasks that should be done immediately (e.g., attend a meeting, send an email, create a quote).
2. **Important but not urgent.** Tasks that can be scheduled out (e.g., prepare a report, research an article, exercise).
3. **Urgent but not important.** Tasks that can be delegated (e.g., decide on order, verify shipping, respond to general mail inbox).
4. **Not urgent, not important.** Tasks that can be eliminated (e.g., watch TV, send decision-results, already-completed items).

*By prioritizing your tasks, not your schedule, you'll achieve as much as Eisenhower did.*

## TAKEAWAYS

Schedule life into your life. You NEED hobbies. They refresh your mind. You're not as busy as you think and your schedule will actually bring you life. You'll find that your productivity is skyrocketed and you'll be accomplishing more in less time very quickly.

Plan your calendar. Make sure it includes:

- ☐ 3-day weekends
- ☐ Marriage weekend
- ☐ Vision weekend
- ☐ Focus / productivity weekend
- ☐ Downtime hours (boundaries and no-interrupt zones)
- ☐ Important relationships
- ☐ Hobbies
- ☐ Goals (business / personal / relational)
- ☐ Projects (current / future / timelines)
- ☐ Activities of daily living (ADLs; include exercise, meditation, etc.)

Set goals (business / personal / relational) that are short and long-term. Give them completion dates on your calendar:

☐ **1 month goals**

☐ **3 month goals**

☐ 6 month goals

☐ 1 year goals

☐ 5 year goals

## □ 20 year goals

### Set boundaries.

Take care of your mind, body & soul.

- Mind<sup>4</sup>:
  - Refocus and re-engage with the coaching voice in your head.
  - Re-read your vision and purpose statements.
- Body:
  - Change up your workout routine.
  - Check your diet: does it feed your motivation or your cravings?
- Spirit:
  - What are your beliefs? All major religions have prayer; is that an area where you can draw strength from and renew yourself?

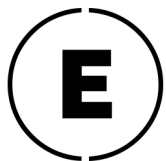
<sup>4</sup>Get out of your own head by helping others. It will put your first-world problems in great perspective. Also, challenge yourself with a non-business reading, like [this](#) or [this](#).

# THE SIMPLE THINGS PERFECTLY

The NBA Finals just finished as this is going to print. One team could not land a shot, no matter how often they tried. The series was over quickly. You could see the burnout on the losing team's players' faces by the end.

**When you're burned out, character matters.** Muscle memory matters. Routines and policies matter. The simple things done perfectly - the basics that athletes return to over and over, the free throw line, the finishing drill, the quick-start practice - make or break the success of a tough season. These help carry you, your business, your success on autopilot as you grow. This is where the quality of your foundation truly shows up.





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