

# PPAI Women's Leadership Conference™

PPAI  
Women's  
Leadership  
Conference™

# Beat Burnout And Sustain Peak Performance

Erin Stafford

Keynote Speaker and Author



*Erin*  
STAFFORD

**PPAI**

# Beat Burnout and Sustain Peak Performance



@erinmstafford



@erinstafford









**Kelly**

**CEO, Vitamin Supplement Company**



**Nick**

**General Manager, Hotel**







I didn't think **burnout** was real.

A large white 'X' shape is centered on a solid yellow background. The 'X' is formed by two intersecting diagonal lines that create four triangular points.

I was **dead wrong.**



# The Type A Trap

What helps us succeed  
early in our careers is exactly  
what leads us to burnout.



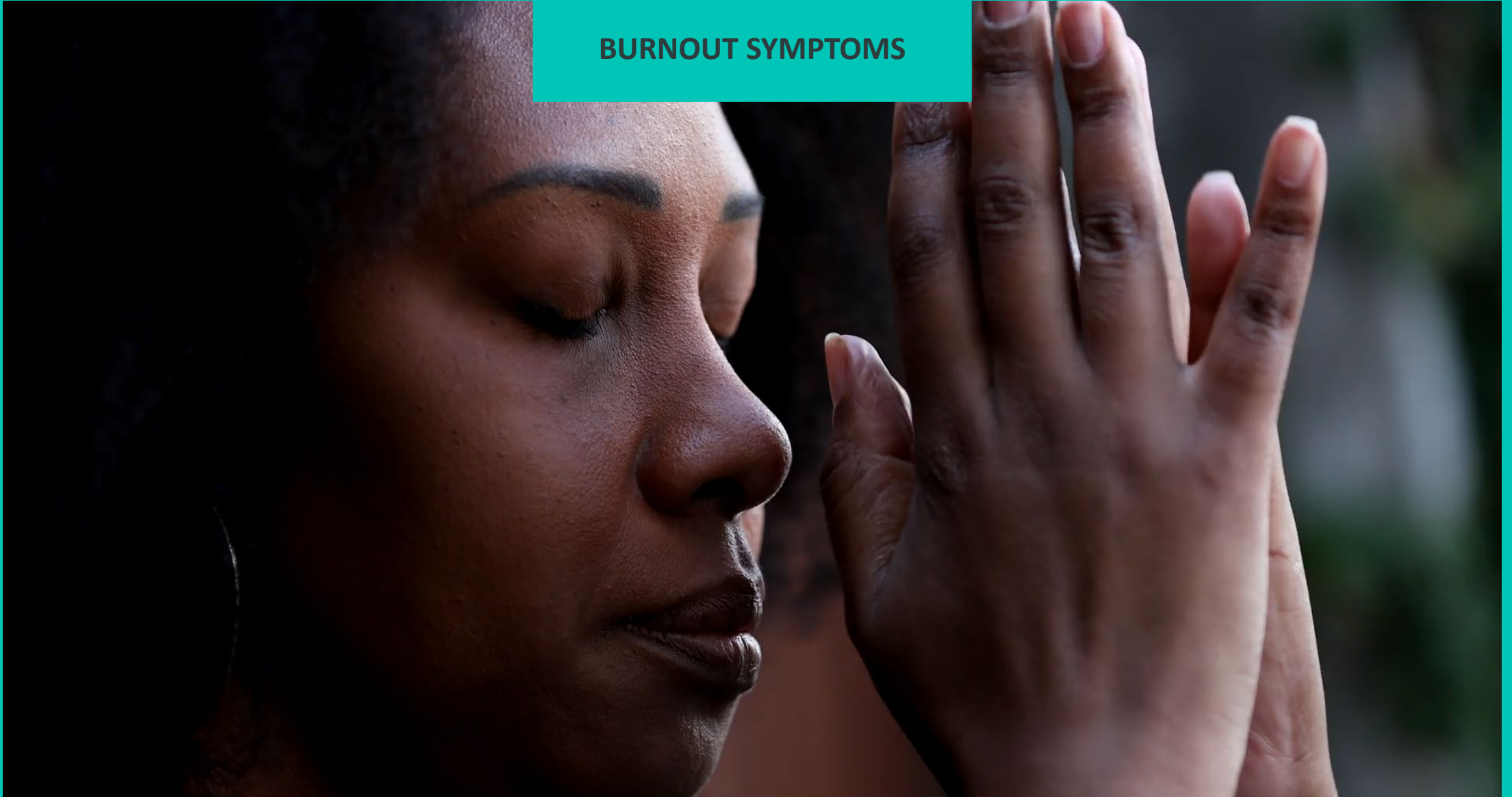
@erinmstafford

## BURNOUT SYMPTOMS





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# Global Burnout Epidemic

4M

Americans Quitting Their  
Jobs Each Month in 2022

*Source: BLS Report*

52%

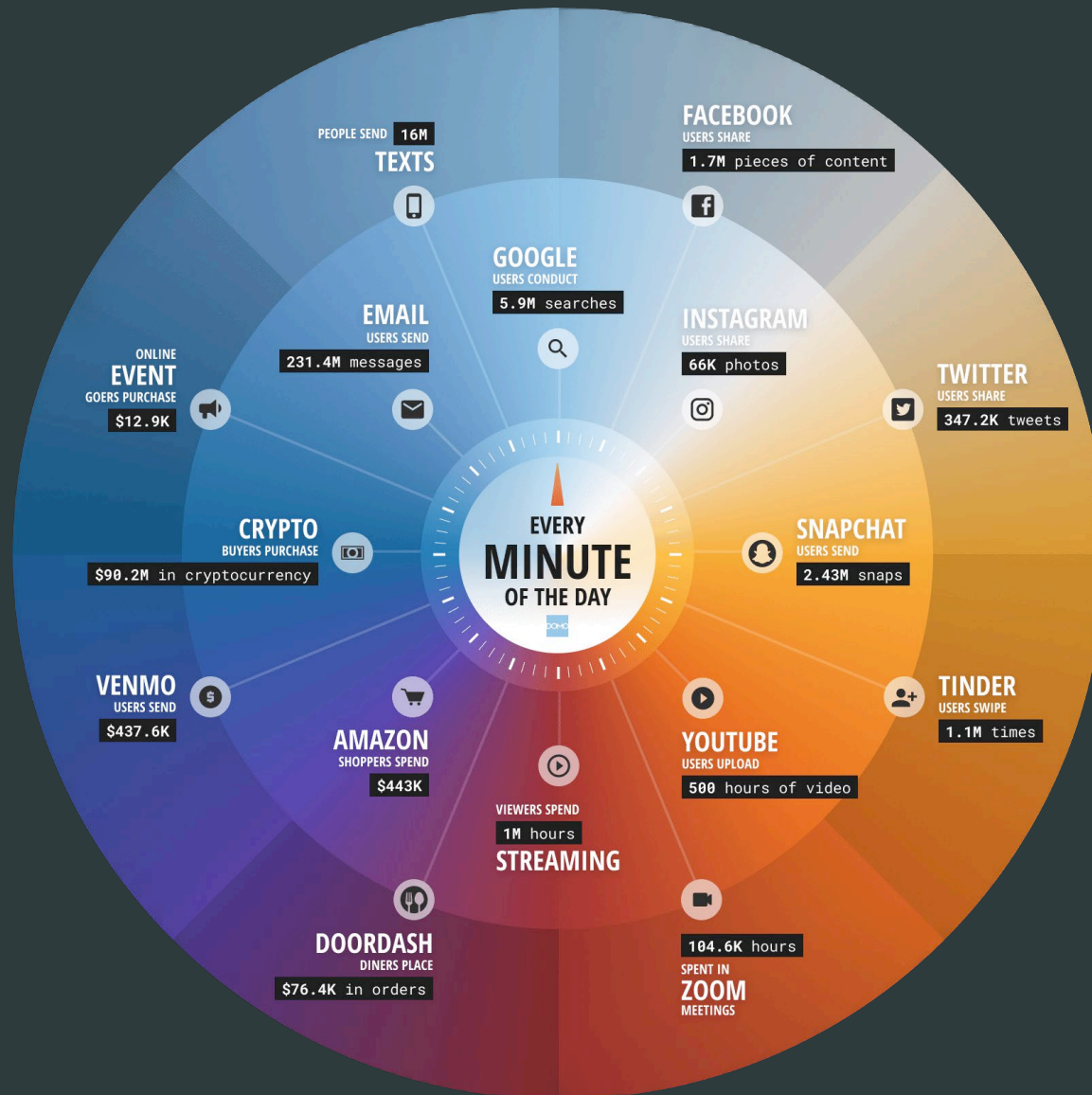
Of All Workers Feel  
Burned Out

*Source: Indeed*

51%

Of Workers are Not  
Engaged

*Source: Gallup*





**So how do we stay at  
peak performance  
without burning out?**

# Burnout Experts





# Three Steps

**to Break Free from Burnout and  
Sustain Peak Performance**





# Free Burnout Toolkit

## Mindset Shift #1

### DECODE YOUR FLOW

Instead of mastering everything no matter what, we need to shift to strict and methodical selection of what we spend our time on.

As more  
perform  
And we  
self co  
do and  
becaus  
to be s

But this over extension and insistence on mastering everything in the Type A Trap and eventually leads to our downfall: work, neglecting our relationships and our health. We need to

To prevent this fierce burnout, we need to shift our thinking: matter what, to strict and methodical selection of what we do. We need to decode our flow.

#### Try this

##### LOVE IT OR LEAVE IT TEST

Do a task for 7 minutes. After 7 minutes, decide whether to continue the task or leave it (abandon ship). If you repeatedly find the task boring or stressful, stop. If you find it enjoyable, continue. Repeat for 10 minutes and putting off the same task again and again. This way, so you can spend more time doing what you love and less time doing what you hate.

Obviously this won't be possible with every single task. Choose three to five tasks from our personal or professional life that are aligned with our strengths and happier.

By becoming laser focused on how we allocate our time, both personally and professionally – we can reduce the noise, get rid of the overcommitment, and focus on the things that really light us up.

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3



## BURNOUT TOOLKIT

Prevent and overcome burnout today with these simple tools and mindset shifts

BY ERIN STAFFORD

**STEP #1**

# Decode Your Flow



# #MindsetShift

Master everything, no matter what  
vs. strict and  
**methodical selection** of what we  
spend our time on.



@erinmstafford



**Hootsuite™**





```
x.html
const events = [
  'dragenter',
  'dragleave',
  'dragover', // to allow drop
  'drop'
];

events.forEach(e => {
  fileDropZone.addEventListener(e, (ev) => {
    ev.preventDefault();
    if (ev.type === 'dragenter') {
      fileDropZone.classList.add('solid-border');
    }
    if (ev.type === 'dragleave') {
      fileDropZone.classList.remove('solid-border');
    }
    if (ev.type === 'drop') {
      fileDropZone.classList.remove('solid-border');
      handleFiles(ev.dataTransfer.files)
        .then(values => values.map(tag => {
          tag.setAttribute('class', 'border rounded');
          fileDropZone.appendChild(tag);
        }));
    }
  });
});
```

# Czar of Bad Systems

**Harvard  
Business  
Review**

# The Progress Principle



**Talent Inc.**

**Jeff Berger**

CEO of Talent Inc.





# **Assemble Your Board of Directors**



People are 68%  
happier when  
they help others.

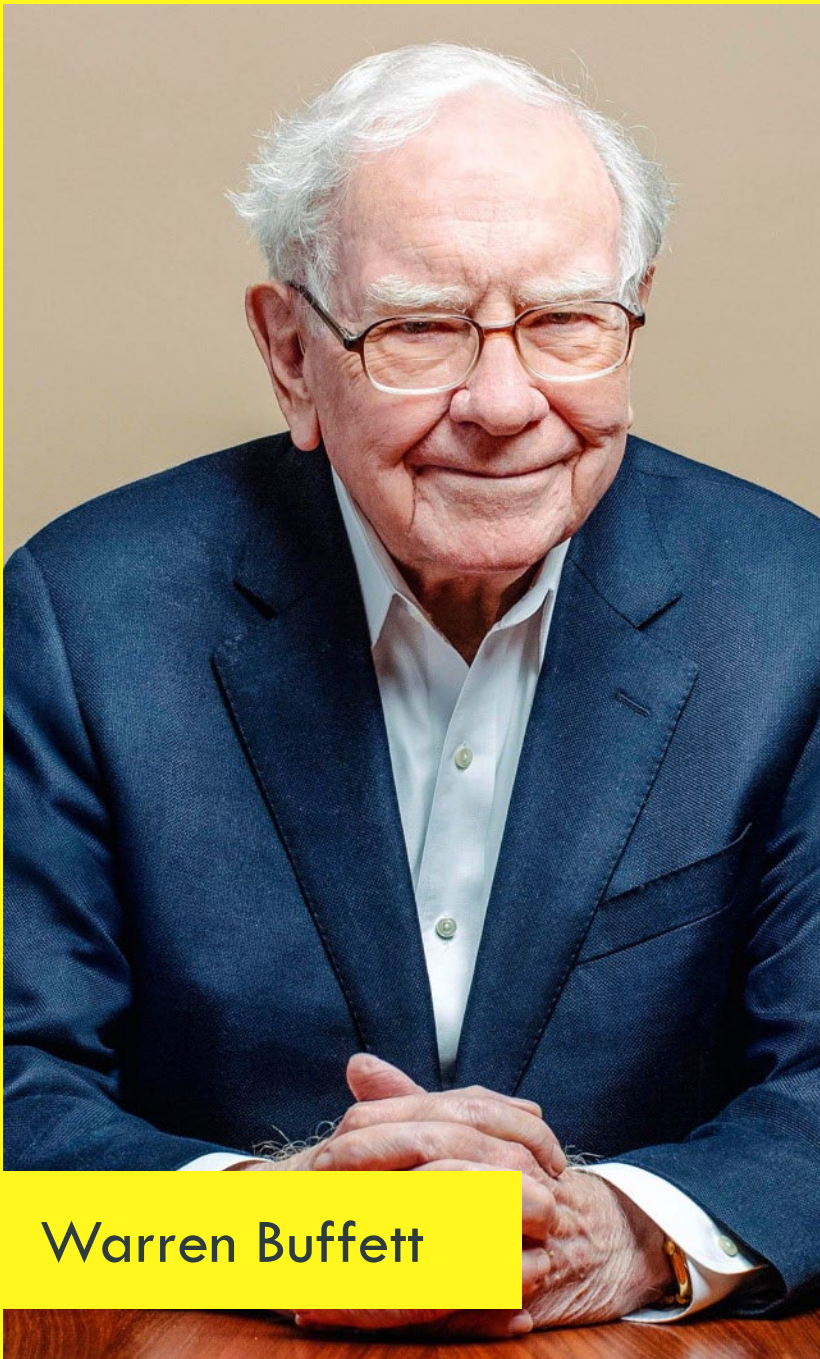
## TAKE ACTION



# Create Your Board of Directors

1. What areas do you need to decode?
2. Who do you know that thrives in those areas?
3. Gather your list of prospects.
4. Reach out to them next time you need help.

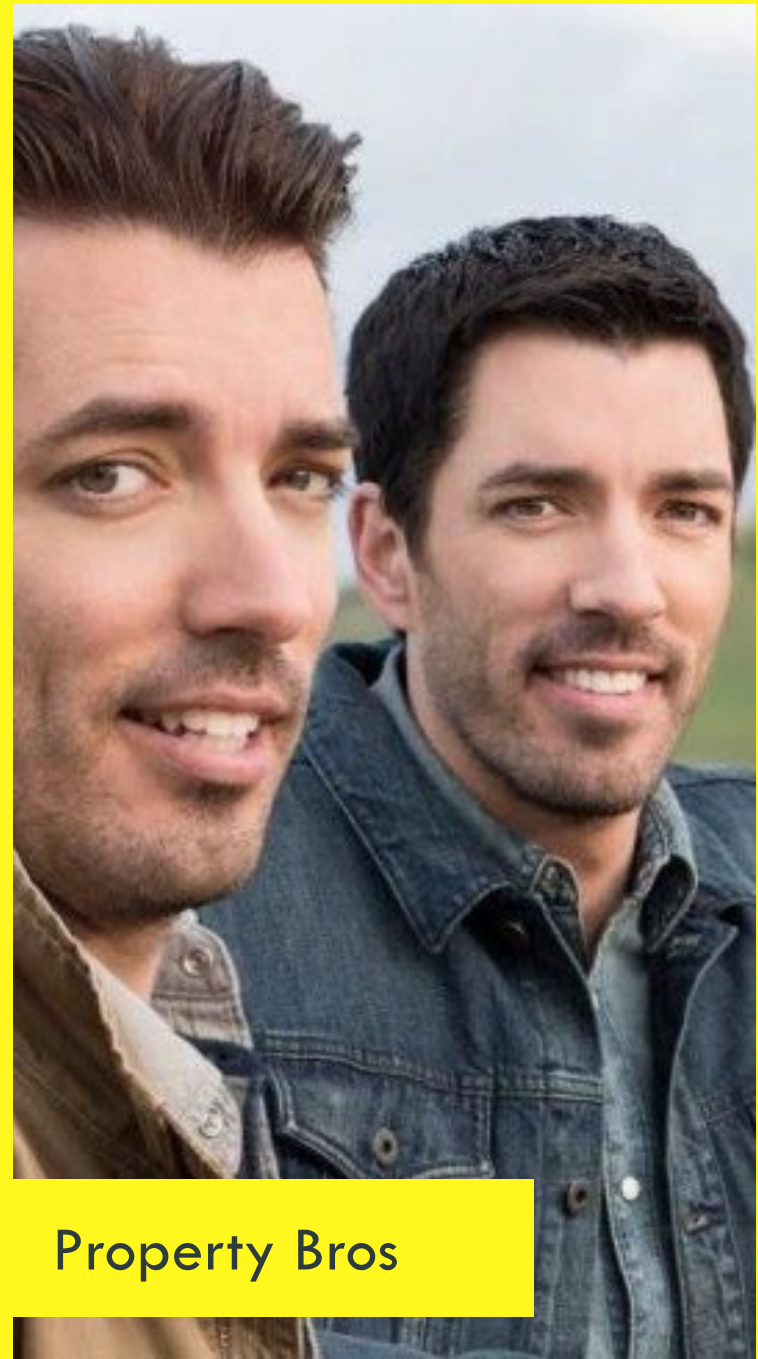




Warren Buffett



Sara Blakely



Property Bros





STEP #2

# Pivot Like a Pro

# #MindsetShift

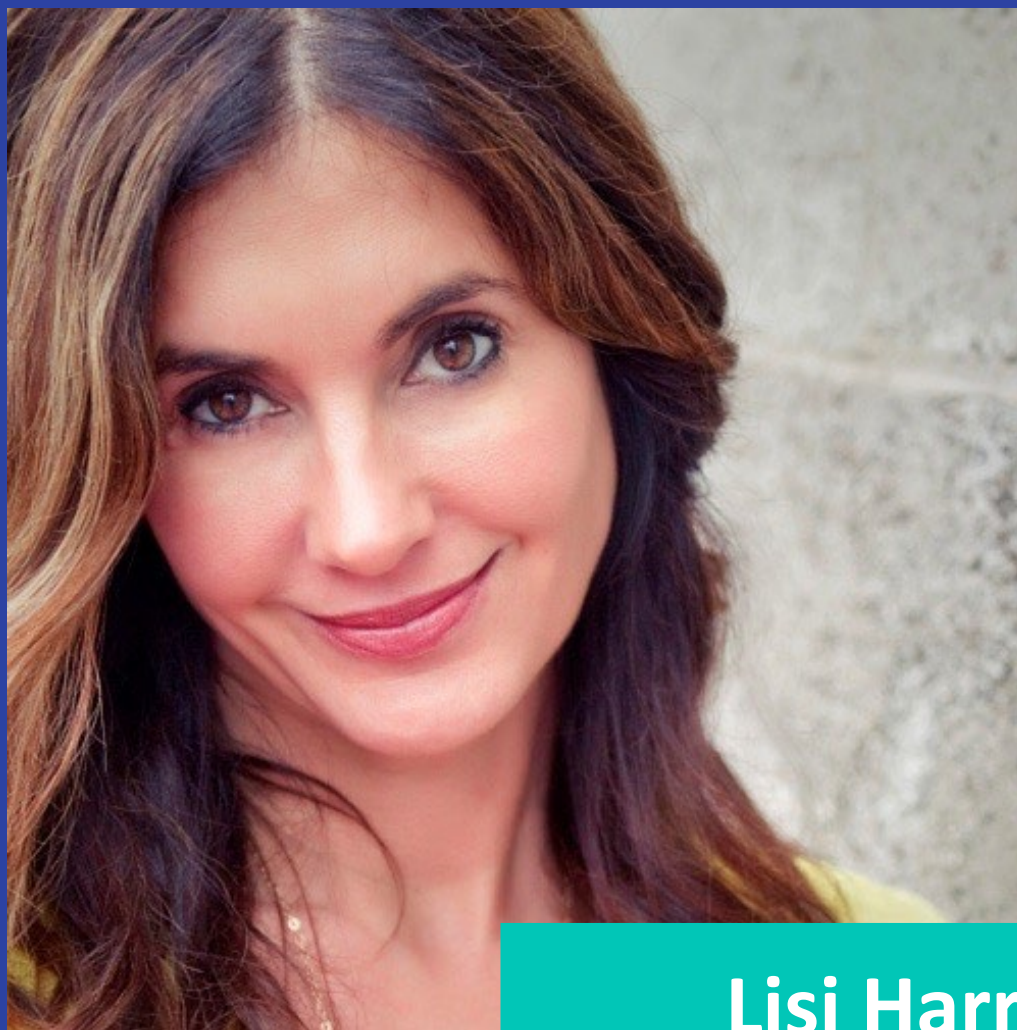
Stay the course no matter what.  
vs. pivot and **move with agility.**



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**Lisi Harrison**

**Multiple #1 NYT Bestselling Author**

**Harvard  
Business  
Review**

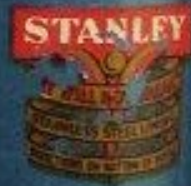
# Personal Envy Lab



“I like to get in a good rut  
and stay there.”

- My dad





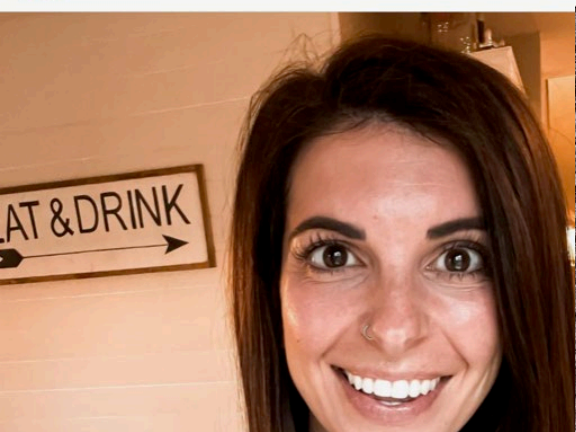








lyndsiethehustlinhousewife



stylinbrunette



emilycancienne  
Pineywoods Camp



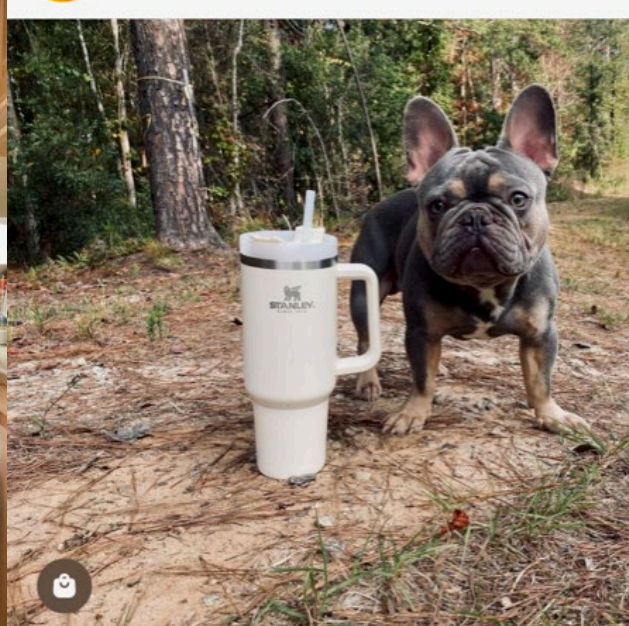
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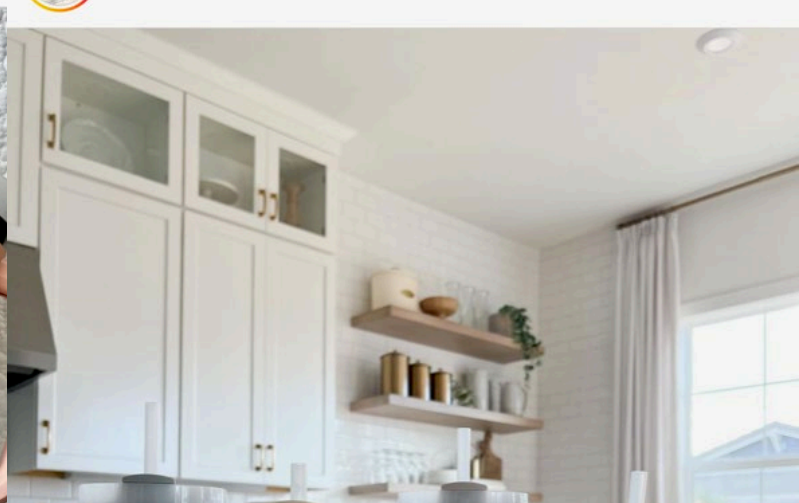
jusspeachyy\_



francoisandvalentina



deannadewaldhome



sk8ter\_mom





TAKE ACTION



# Pivot Like a Pro

What are you making jokes about?

Who or what do you envy?

An aerial photograph of a tropical beach. The top half of the image shows a dense line of palm trees on a green lawn, with their long shadows cast across a wide, sandy beach. The bottom half of the image shows the ocean with white, foamy waves crashing onto the shore. The water is a clear, vibrant green. The overall scene is bright and sunny.

**STEP #3**

**Slow Down to Speed Up**



# #MindsetShift

Max out every race. vs.  
methodical **marathon planning.**



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Proactive rest leads to a  
26% increase in performance

**Gartner®**

	Monday 16	Tuesday 17	Wednesday 18	Thursday 19	Friday 20
6 AM					
7 AM					
8 AM	Meditate	Meditate	Meditate	Meditate	Meditate
9 AM	Nutritional IV		Doctor	Nutritional IV	Acupuncture
10 AM					
11 AM					
12 PM			Therapy		
1 PM		Doctor		Doctor	
2 PM					Massage
3 PM					
4 PM					
5 PM	Meditate	Meditate	Meditate	Meditate	Meditate
6 PM		Acupuncture		Facial	
7 PM					
8 PM					



Step #3

# The Coco Chanel Take Off



**start your week**

“Before you ~~leave the house,~~  
take one thing off.”

- Coco Chanel

## TAKE ACTION



- Identify where the strain points are in your calendar/day.
- Remove one thing.
- Reflect on how it felt to take that one thing off.
- Repeat until satisfied.







The pause isn't  
permanent

THREE STEPS TO

# Break Free From Burnout

#1 Decode Your Flow

#2 Pivot Like a Pro

#3 Slow Down to Speed Up



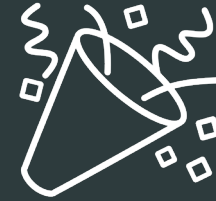
MOVEMENT



JOY



CONNECT



CELEBRATE

## Mental Health Toolkit



GIVE



VISION



LAUGH



COMMUNITY





What are you **waiting** for?

IN THE NEXT 24 HOURS



# Decode Your Flow

Q: What are you excited about?

Q: What are you curious about?

Q: When do you feel the most alive?

Q: What do you look forward to?



The time for **action** is now.



# Free Burnout Toolkit

[ErinStafford.com/ResourcesLive](https://ErinStafford.com/ResourcesLive)

 [@erinmstafford](https://www.instagram.com/erinmstafford)

 [@erinstafford](https://www.linkedin.com/company/erinstafford)

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