

Show Number: CCS Episode #57

Show Title: [Coaches Connection #57]

Your Host: [Annemarie Cross](#)

Show blurb:

Hi there, welcome back to Coaches Connection Podcast - this is episode 57. My name is Annemarie Cross, Small Business Marketing & Mindset Coach.

Do you ask the question - How can I grow my coaching practice? What are the secrets that will help me fill my practice? And, what marketing should I be doing to attract new clients. Well, you're in the right place.

Whether you are just starting up your coaching practice or you've been in business a while this podcast is devoted to helping you take your results to the next level.

I'll teach you the right business and marketing strategies you should have in place to communicate your meaningful message in a powerful way so you can stand out and finally grow a successful, profitable coaching practice.

Let's get started...

Welcome:

Hi there and welcome to another show.

Ever gotten to the stage where you feel like giving up? Around this time of year it can get so hectic that it's easy to just walk away, and it's time to take a break - a rest so you can recharge your batteries.

However, there are times when your exhaustion is much more serious than that, and if you continue on the path that you are treading, you could find yourself burned out.

I heard a story once where I heard a man got so burned out at work that his colleagues found him sitting in the middle of his office playing with his young son's cars. A very sad story. Had he or his colleagues recognized the signs, perhaps he or they could have gotten him the support he needed before it lead to burn out and his breakdown.

So, on today's show I'm going to share some of the symptoms of burnout as well as some things you can do before you ever get to the stage of burnout and breakdown. So that's coming up later in the show in the Words of Wisdom segment.

First a shout out and thank you to Talker for sharing one of our tweets with their community. Talker is email for your ears. The smartphone app for heads-up, reads-aloud-to-you, voice-controlled email. You can find them on Twitter over at @Talker.

Thank you Talker for sharing the tweet with your community. I really appreciate it.

Now, if you'd like me to do a shout out to you just like I have with Talker there's a couple of ways you can do that.

Firstly, you can shout out online – but make sure you tag me to let me know otherwise I don't know and cannot say thank you to you. My personal Twitter handle is @AnnemarieCoach and @TheAmbitiousPod is the Twitter handle of the Ambitious Entrepreneur Network.

You can pop on over to www.ambitiousentrepreneurnetwork.com/ccpconnect Our direct phone number there so you can leave a message and I'll play them on an upcoming show. So leave your name; your company name and a brief message about why you like the show. Alternatively, we have Speakpipe there where you can record a message directly from your computer.

And of course, last but by no means least, subscribe to our itunes channel by going over to www.ambitiousentrepreneurnetwork.com/ccpitunes While you're there rate the show and leave a comment. And share the show with your friends and colleagues. I would so appreciate this as you will help me get this podcast into the hands of as many other coaches and helping them grow their business so they can in turn help as many people as possible. Thank you so much for helping me spread this podcast.

Words of Wisdom:

Beating the burnout blues!

What is burnout?

Burnout is the result of excessive and prolonged levels of stress and anxiety in the workplace which can cause mental and physical exhaustion.

We are also seeing an increase in stress and anxiety in the workplace through boredom in what you do, through feeling unfulfilled, unmotivated and feeling like their work has no real meaning. This too, if not dealt with can cause burnout.

Which professions are susceptible?

Any person that is working in an environment that has an overwhelming amount of work, causing high levels of stress and anxiety, if not monitored can cause a person to become burned out. However I'd say that Helping Professions in particular have a higher tendency to experience burnout, due to the huge caseloads they have to manage.

This could include: Social Welfare Workers; Teachers; Medical Professionals such as Nurses/Doctors; Mental Health Workers; even Professionals working in the Ministry. All through having to work long, excessive hours with almost impossible caseloads to manage.

With the increasing number of people leaving the workforce to begin their own small businesses, these sole operators can find they are faced with an impossible workload thus feeling a loss of control over the copious demands and their work environment can cause enormous amount of job stress.

Symptoms of burnout:

While everyone reacts differently and therefore exhibits different symptoms some of the more common symptoms of burnout can include:

Physical	Psychological	Behavioural
<ul style="list-style-type: none"> - Chronic fatigue - Tiredness and lack of energy - Depression - Weight loss or gain - Lingering colds/ frequent colds/flu - Frequent headaches - Sleeplessness 	<ul style="list-style-type: none"> - Diminished self-esteem and confidence - Boredom - Inability to make decisions - Feeling powerless or helpless - Cynicism/negativity and irritability 	<ul style="list-style-type: none"> - Lack of interest in your work - Sudden mood swings – easily becoming impatient or irritated with those around you - Becoming reliant on or increasing your usage of alcohol or drugs

Strategies in how to avoid burnout:

I think the most important thing is to develop a realistic picture of yourself and gain an awareness of what you’re feeling and why – so as to be able to develop or seek an appropriate coping strategy.

Some copy strategies could involve:

- **Establish firm and realistic goals;** and stick to them. Aim to complete the most crucial projects so as not to become enslaved to an excessive workload and bogged down with trivial tasks.
- **Avoid becoming the “yes” victim** by learning to ask for help, or becoming more assertive and comfortable in saying “no” if asked to take on extra work by colleagues or demanding clients who continually present impossible deadlines.

- **Set yourself a reasonable limit of hours** for your working day and working week – and stick to it.
- **Take regular ‘power’ breaks;** get up; stretch; walk around; change your posture.
- **Incorporate change into your routine** to avoid getting stuck in a rut. Following strict schedules and performing repetitive tasks can lead to boredom, disinterest in your work, and eventually burnout. Rotate your schedule; incorporate a new task into your day; or put aside some time to develop your skill-set – anything that adds an element of change to your daily routine.
- **Maintain a regime of proper nutrition and physical exercise:** Exercise is an excellent way to relieve tension and stress so when scheduling your diary, block in 20-30 minutes of exercise at least three or four times per week. Increasing your fitness level can also benefit your productivity and level of awareness plus assist in avoiding other physical ailments.
- **Learn to delegate** and avoid temptation to do everything yourself. Train someone or outsource any daily and repetitive tasks that do not necessarily require your expertise so that you can concentrate on more important issues.
- **Learn basic stress reduction techniques such as meditation or deep breathing.**
- And most important – **take time out for yourself and your family. Maintain an active personal and social life outside of work.** Your life should not revolve solely around work, but rather follow a healthy balance that incorporates time for yourself, your friends, and your family.

If you do recognise some of the symptoms of burnout and you really feel unable to cope, or powerless to implement some of the strategies, it's important to be willing to accept counselling and go and seek out the support of a professional.

Today's Inspirational Tip

“Don't cry over the past – it's gone. Don't stress about the future – it hasn't arrived. Live in the present moment – make it beautiful.” – Anon

How often do we cry and mellow over what has happened in the past. Something didn't go our way, so we dwell on it day after day. And, when we're not dwelling on a past disappointment, we're worrying about all the things that can go wrong with something that's happening in the future.

It's exhausting isn't it?

So, stop dwelling on the past. Stop worrying about the future.

Just enjoy what you are doing today. Be grateful for the small things. Spend time being grateful. Surround yourself with things you enjoy and make the present moment beautiful. It is in your hands, all you need to do is decide that you will start doing this, from this point forward.

Live in the present moment and make it beautiful.

A great thought as we move into a new year.

[Outro]

If this was an episode you really enjoyed and got value from, I want to encourage you to head over to iTunes over at:

www.ambitiousentrepreneurnetwork.com/ccpitunes and leave a comment and a rating.

I'd so appreciate this as this as this really makes a huge difference and helps me get the message out to as many coaches as possible. And you can play an incredibly important role in helping me by rating, commenting and sharing the show with your friends and colleagues.

If you have a question you would like me to answer in an upcoming show, head on over to:

www.AmbitiousEntrepreneurNetwork.com/CCPConnect

Leave your name, your business name, and your question, and I look forward to answering that for you in an upcoming show.

Till next week, bye for now, this is Annemarie.