

# THE **INS** GROUP PLAYBOOK



**GOAL:** Acknowledge and address burnout to support a thriving team.

## A Message from Our Head Coach

How is this year going for you? It is hard to believe how quickly the year has flown by and that fall is here! For many of us, our lives continue to be pretty hectic with a packed calendar. There is always something to take care of--a goal to meet, a meeting to attend, a decision to make, an email to respond to. It can seem never-ending.

I heard these sentiments repeated again and again from friends, family, and clients struggling with burnout. I was thrilled to have the opportunity to help by sharing tips on addressing burnout and life-work balance tactics through executive coaching sessions. I found it rewarding to guide leaders to practice self-awareness and observe their emotional responses to become more effective leaders. As I emphasized the importance of focusing on self-care and shared the importance of dedicating time to it, I realized I needed to listen to my own advice.

As an entrepreneur and overachiever, I am extremely driven. While this drive is beneficial to building and maintaining a thriving business, it has led me to ignore my own self-care needs. For the first time in 22 years of consulting, I found myself mentally and physically exhausted and could not simply push through as I had done in the past. I needed to make some serious changes.

I made it a priority to take an extended vacation and actually disconnect to decompress. When I returned to work, I began incorporating daily strategies

to manage stress. I have learned firsthand how self-care does not diminish productivity but allows you to respond to stress appropriately and prevents burnout.

My experience has made it even more imperative that self-care be incorporated into The INS Group's culture. I am excited that this edition of the Playbook features how members of our team have incorporated effective self-care strategies into their daily lives. We also share statistics on why organizations need to take burnout seriously and strategies to address it.

So how's my year going? In rethinking my relationship with work and addressing my own burnout, I aspire to model what it means to take care of yourself while also encouraging a company culture that supports self-care. I hope you will join me in making it a priority to take care of yourself. You can start with our "Take Five" activity. Enjoy!

*Ruth A. Peebles*

**Ruth Peebles, MPA**  
President & Founder

## How can your organization minimize the impact of burnout on your team?

In 2019, burnout was acknowledged by the World Health Organization (WHO) as an "**occupational phenomenon**" in its International Classification of Diseases. WHO defined burnout as "a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed" and is characterized by the following conditions:

- feelings of energy depletion or exhaustion;
- increased mental distance from one's job, or feelings of negativism or cynicism related to one's job; and
- reduced professional efficacy.

Having this issue officially recognized by the medical community was a big step but highlighted the prevalence of burnout in the workforce. Fast forward to 2021, and burnout rates are at an all-time high as people navigate the continued uncertainty and stress of the ongoing pandemic. According to data from the NIHCM Foundation, **51% of people reported worse mental health at work** since COVID-19 started. The factors that make nonprofit professionals particularly prone to burnout are even more pronounced as worries about funding, resources, job stability, and service populations are exacerbated.

[Read More](#)



## The Stats Are In...

A 2020 survey from FlexJobs and Mental Health America (MHA) found that 75% of respondents had experienced burnout at work.

Workplace stress is estimated to cost the U.S. economy more than 500 billion dollars.

87% of professionals surveyed by Deloitte say they have passion for their current job, but 64% say they are frequently stressed.

Nearly 70% of workers feel more stressed during the pandemic than at any other point in their entire career.

## Take 5

Are you sitting for hours at your computer working? If so, it is time to introduce daily breaks to your routine. Breaks **have been shown to increase productivity**, improve mood, and prevent burnout throughout the day. Not sure how to make the most of taking a break? The best break will be an activity that reduces stress and resets your mind to return to work tasks with renewed energy. Ideas include taking a walk, watching funny videos, eating lunch, socializing, meditating, journaling, taking a cat nap, or stretching. The key is less about what you do with your break time, but that you consistently incorporate breaks throughout the workday to disconnect from work activities. Start now by **downloading an app** that will alert you when it is time for a break.



### Nonprofit Services

Learn more about The INS Group's customized consulting services for nonprofits.



### INS Blog

We are excited to share our expertise through our blog. Read now for insights and solutions to achieve your goals.



### Contact Us

Please reach out for a free consultation to learn how our custom solutions fit your needs.

*\*The information shared in the Playbook is for educational purposes only and does not constitute medical advice.*



We are excited to share self-care practices from our team members. As busy professionals ourselves, we understand it can be a challenge to take the time to prioritize wellness activities. We hope our tips inspire you to place self-care at the top of your list.

### Ruth Peebles

President and Founder

My daily strategies for self-care are expressing gratitude, praying, maintaining a sense of humor, and practicing box breathing. I recently got a sweet new puppy, Koda, and spending time with him has been a stress reliever. Research has shown the power of interacting with pets to decrease levels of cortisol (a stress-related hormone)! And taking care of him keeps me active throughout the day so I am not constantly sitting at my computer. I suggest having a family member or friend serve as an accountability partner for incorporating self-care into your daily routine. I am thankful to have multiple accountability partners who check in with me.

### Brandy Bynum Dawson

Senior Consultant

Most mornings I start my day with 10 to 15 minutes of quiet time. This time is solely dedicated to being still, quiet, and feeling my own presence. I recite a morning affirmation that is centered on my family, love, faith, balance, and prosperity. These newly adopted practices have become increasingly necessary and profound for me both personally and professionally. When I notice myself feeling overwhelmed, stressed, or out of balance at any given moment throughout the day, I take a few minutes to re-center and ground myself—quietly.

### Lauren Godwin

Strategic Initiatives Manager

After experiencing burnout myself, I am committed to incorporating self-care practices into my daily routine. My favorite is a morning walk with my dog, Major, which starts my day off with movement before time on the computer. It is also a time I listen to podcasts or walking meditations. Self-care accountability can be challenging so incorporating it into a daily activity early in the day helps make it a priority. And Major is happy too which is a win-win to start the day on a positive note.

### Valerie McMillan

Sign Language Interpretation Lead

After so many years of over-committing in making sure that the Deaf, DeafBlind, and Hard of Hearing community has access to equal communication, a colleague of mine reminded me it is okay to say "No." I had to make sure while taking care of others that I also took care of myself. I started teaching Zumba and Line Dancing classes to practice self-care while doing something I truly enjoy. Later I incorporated runs with a group of ladies here in town early in the mornings. Now I do a combination of these activities to jump-start my day and keep work/life balance.

Read More from the Team