



March 23, 2016 – Burnout Transcript

Hi, I'm Sharon Jurd from Sharon Jurd Events, and today I wanted to talk to you about "Burnout Doesn't Grow Your Business". And what people do when they first start their business; they actually work work work work. They never have any time for all the things that they wanted to achieve when they were starting their business. They wanted to have work-life balance more time with their family and friends; and it's not happening. They're working longer hours than they did when they worked for somebody else. And today, I wanted to share with you that it's not worth the burnout. When you say burnout it means different things to different people. One, you might get a bit tired; or two, like me, at the age of 29 having a stroke. It can be catastrophic, in your burnout. And you don't know how your body's going to behave when you push it to burnout mode. So what you've got to do is you take some time out for yourself, and away from your business. And what that does, it just gives your mind and body real clarity. Gives your body time to rest and repair, and it gives your mind also time to rest and repair. And then what happens in those quiet times? It doesn't have to be quiet. It can be out playing with the children, but it's away from the business thinking. And if you can clear your mind, you get the best ideas, the best business strategies, the best marketing strategies; you'll ever come across when you're actually sitting away from your business. And you really need time to actually chill, recuperate, and then get back on to it. If you're working a hundred hours a week, your business is not growing, because you're only probably only performing 40 hours out of that hundred at your optimum. When you're performing in the business, you want to be giving a hundred and ten percent in that business and you can only do that in a short burst. So keep those hours shorter; and even if you do a couple of hours, and then break, and then a couple of hours. Some people have to go and pick their children up, and then get back to it at night time. That's okay. That suits your lifestyle. But if you're just work work work, your business will not grow to the momentum it should, because you're not working at your optimum. So don't go to the burnout; because if you do burnout, and you have to take time off unannounced, that will be terrible for your business. And like me with a stroke, being incapacitated for over 12 months, it's a long time for your business to survive without you. And



often, the businesses do have to close, and never survive that sort of catastrophe. So don't let yourself get to that point. Take that step back, and really look after yourself. And when you do, your business will grow. I'm Sharon Jurd, from Sharon Jurd Events and we'll talk soon.