

The Burden of Burnout



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January 18th, 2024



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OVERVIEW

- What burnout is and why it is important
- Craft beer pulse survey results
- How to recognize burnout
- How burnout impacts an individual's body
- How to prevent, recognize, and combat burnout as a leader
- Ways to combat burnout as an individual
- Discussion + questions





WHAT IS BURNOUT?

A STATE OF MENTAL AND PHYSICAL EXHAUSTION DUE TO
EXTREME CHRONIC STRESS.



WHAT IS BURNOUT?

BURNOUT IS A SYNDROME CONCEPTUALIZED AS RESULTING FROM CHRONIC WORKPLACE STRESS THAT HAS NOT BEEN SUCCESSFULLY MANAGED.

IT IS CHARACTERIZED BY THREE DIMENSIONS:

- FEELINGS OF ENERGY DEPLETION OR EXHAUSTION
- INCREASED MENTAL DISTANCE FROM ONE'S JOB, OR FEELINGS OF NEGATIVISM OR CYNICISM RELATED TO ONE'S JOB
- REDUCED PROFESSIONAL EFFICACY

WHY IS UNDERSTANDING BURNOUT IMPORTANT?

- AS AN EMPLOYER, YOU ARE CHARGED WITH THE WELLBEING OF YOUR TEAMS
- NOT ADDRESSING BURNOUT AFFECTS THE MENTAL AND PHYSICAL HEALTH OF YOUR EMPLOYEES, AND HURTS MORALE
- NOT ADDRESSING BURNOUT HURTS YOUR BOTTOM LINE
 - BURNOUT LEADS TO TURNOVER
 - BURNOUT LEADS TO LOWER PRODUCTIVITY
 - BURNOUT LEADS TO INCREASES IN ABSENTEEISM
 - BURNOUT INCREASES ACCIDENT RISK

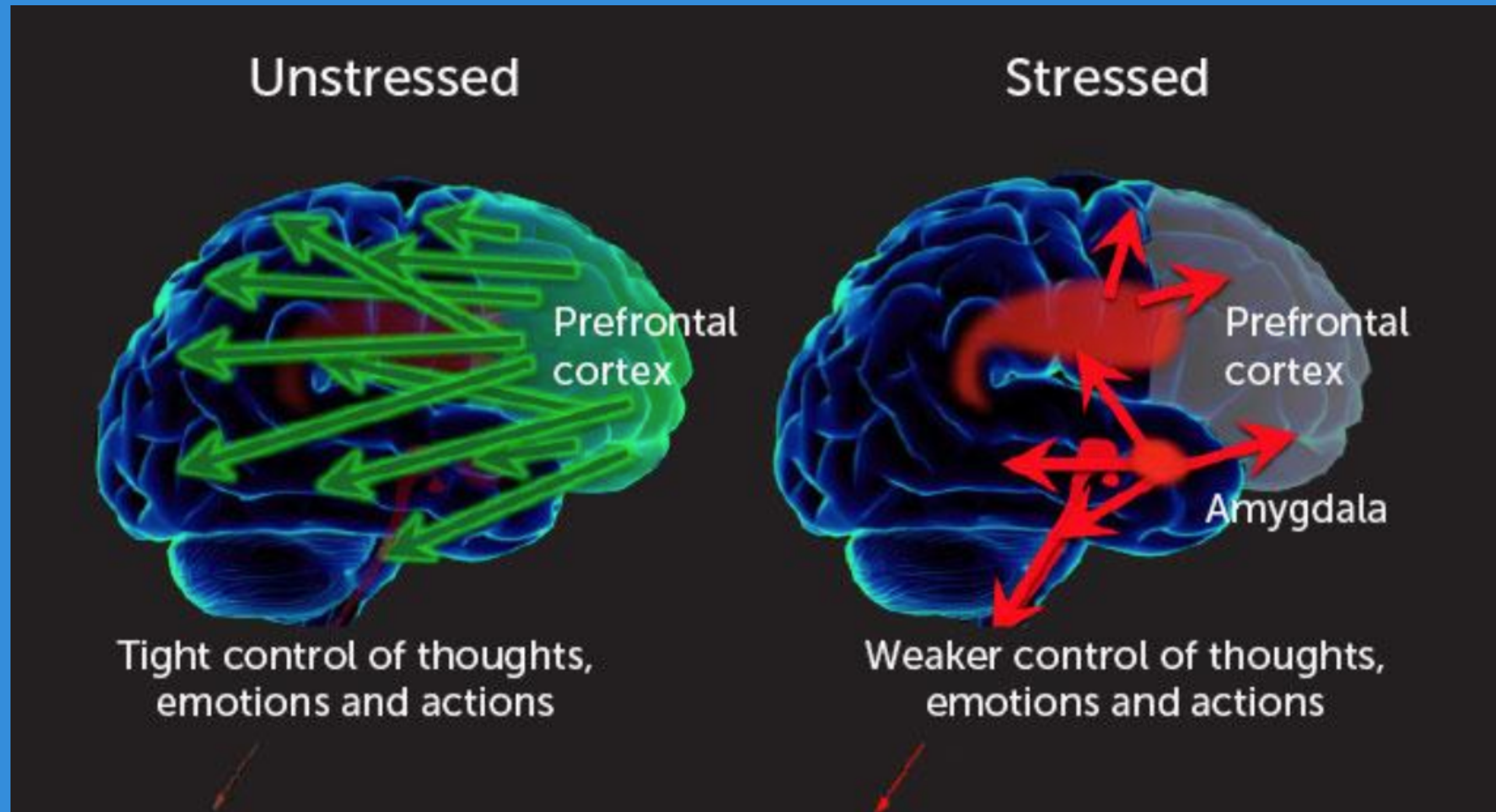
HOW TO RECOGNIZE BURNOUT: COMMON SIGNS (INDIVIDUAL)

- ANXIETY, WORSENING OF ANXIETY
- HEADACHES
- LACK OF SLEEP
- FATIGUE
- INCREASED RISK OF DEPRESSION, WORSENING OF DEPRESSION
- LOSS OF PURPOSE
- AN INCREASINGLY CYNICAL OUTLOOK ON LIFE
- ISOLATION
- CHEMICAL/SUBSTANCE USE CONCERNS

HOW TO RECOGNIZE BURNOUT: COMMON SIGNS (AT WORK)

- REDUCED PERFORMANCE AND PRODUCTIVITY
- ABSENTEEISM
- AN INCREASINGLY CYNICAL OUTLOOK ON WORK
- QUICKNESS TO ANGER
- EMOTIONAL NUMBNESS
- APATHY

HOW STRESS IMPACTS YOUR BRAIN



HOW BURNOUT IMPACTS THE BODY

- CHRONIC FATIGUE
- LOWERED IMMUNITY, FREQUENT ILLNESS
- FORGETFULNESS/IMPAIRED CONCENTRATION & ATTENTION
- LOSS OF APPETITE/OVEREATING
- SHORTNESS OF BREATH
- GASTROINTESTINAL ISSUES
- DIZZINESS/FAINTING
- ANXIETY
- ANXIETY ATTACKS & PANIC ATTACKS
- DEPRESSION
- INSOMNIA

HOW BURNOUT IMPACTS THE BODY

LEFT UNCHECKED BURNOUT INCREASES RISK OF:

- HEART DISEASE
- HIGH BLOOD PRESSURE
- STROKE
- HEART ATTACK
- TYPE-II DIABETES
- SEVERE DEPRESSION
- HOSPITALIZATION DUE TO MENTAL AND CARDIOVASCULAR DISORDERS
- ALCOHOL OR SUBSTANCE MISUSE



HOW TO COMBAT BURNOUT

FIRST AND FOREMOST: RECOGNIZE IT, AND NAME IT!



WHO IS RESPONSIBLE FOR BURNOUT?

ACCORDING TO THE AMERICAN MEDICAL ASSOCIATION, “...BURNOUT IS RELATED TO STRESSORS WITHIN THE ENVIRONMENT RATHER THAN WEAKNESS ON THE PART OF SUSCEPTIBLE INDIVIDUALS.”



HOW TO COMBAT BURNOUT AS A LEADER - RECOGNIZE

BE ON THE LOOKOUT FOR:

- ABSENTEEISM/INCREASED ABSENTEEISM
- DECLINE IN QUALITY OF WORK
- DECLINE IN PRODUCTIVITY
- AN INCREASINGLY CYNICAL OUTLOOK ON WORK
- QUICKNESS TO ANGER
- EMOTIONAL NUMBNESS
- APATHY
- CHECK IN ON EMPLOYEE STRESS LEVELS, WHAT IS DRIVING IT?

HOW TO COMBAT BURNOUT AS A LEADER - PREVENT

- CLEAR DESIGNATION OF ROLES AND RESPONSIBILITIES
- ACCOUNTABILITY ACROSS THE ORGANIZATION
- CLEAR TIME OFF POLICY (BEWARE OF THE UNLIMITED PTO TRAP)
- DEVELOP JOB RESOURCES INCLUDING TRAINING, CLEAR PATHWAYS FOR LEARNING AND PROFESSIONAL DEVELOPMENT
- PROVIDE A SAFE WORK ENVIRONMENT (BOTH PHYSICAL AND PSYCHOLOGICAL)

HOW TO COMBAT BURNOUT AS A LEADER - BE PROACTIVE

- KNOW YOUR STRENGTHS AND OPPORTUNITIES FOR IMPROVEMENT
- TAKE ACCOUNTABILITY FOR BURNOUT AMONG YOUR TEAMS AND ACROSS YOUR ORGANIZATION
- EVALUATE WORKLOADS—ARE THEY REALISTIC? SUSTAINABLE?
- HAVE STAFFING PLANS—AT WHAT POINT DO YOU NEED TO HIRE ADDITIONAL PEOPLE?
- CREATE CLEAR WORKING HOURS AND STICK TO THEM TO AVOID THE ‘ALWAYS-ON’ EXPECTATION – LEAD BY EXAMPLE

HOW TO COMBAT BURNOUT AS AN INDIVIDUAL

PHYSICAL

- Sleep
- Exercise
- Hydration
- Mindfulness

PSYCHOLOGICAL & EMOTIONAL

- Make the most of off time
- Maintain strong social connections inside & outside of work
- Get support from a mental health professional or coach

PROFESSIONAL

- Speak up!
- Ask for support
- Check in about what resources the company has available to you



CALL OR TEXT

988

Suicide and Crisis Lifeline

If you or someone you know is in crisis, call or text 988

Chat via 988lifeline.org

infiniteingredient.org/resources



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BE KIND TO YOURSELF!



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INTRODUCTIONS

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CHIEF OPERATING OFFICER, VERMONT CIDER COMPANY

DR. J JACKSON-BECKHAM

PRINCIPAL, CRAFTED FOR ALL

FOUNDER & EXECUTIVE DIRECTOR, CRAFT X EDU

SOCIAL IMPACT DIRECTOR, BREWERS ASSOCIATION

MAURA HARDMAN

PR & MARKETING MANAGER, SEATTLE CIDER COMPANY, TWO BEERS
BREWING CO.



DISCUSSION

WAS THERE ANYTHING IN THE DATA THAT WAS SURPRISING TO YOU? WHAT, IF ANYTHING, STUCK OUT TO YOU?



DISCUSSION

DO YOU SEE THE CIDER EXPERIENCE REFLECTED IN THE DATA? WHY OR WHY NOT?



DISCUSSION

WHAT DO YOU SEE AS THE MOST PRESSING ISSUE, AND MORE GENERALLY WHAT ARE THE BIGGEST CHALLENGES YOU SEE AS IT RELATES TO BURNOUT IN THE INDUSTRY?



DISCUSSION

HAVE YOU DEALT WITH BURNOUT YOURSELF? HOW DO YOU SEE BURNOUT PRESENT ITSELF BOTH INTERNALLY AND IN THOSE AROUND YOU?



DISCUSSION

WHAT DO YOU SEE AS THE BIGGEST OPPORTUNITY TO ADDRESS BURNOUT IN THE INDUSTRY?



DISCUSSION

WHAT RESOURCES DO YOU THINK WOULD BE MOST HELPFUL IN COMBATING BURNOUT, WHETHER IT BE RESOURCES YOU ALREADY KNOW OF AND USE, OR RESOURCES THAT YOU THINK WOULD BE USEFUL AND WOULD NEED TO BE DEVELOPED?



THANK YOU!

[INFINITEINGREDIENT.ORG/CIDERCON2024](https://infiniteingredient.org/cidercon2024)

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