



Bounce Back From Financial Exhaustion

**How to Thrive in Life & Business without the
Burnout**

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Many MSMEs have been battling to survive financially for the last 19 months, in some cases, at the expense of their mental and physical health.

As individuals and businesses we have been forced to restructure the way we live, work and play. The pandemic has no doubt caused anxiety and exhaustion, for MSMEs, on top of their already stressful lives.

This time, however, is a unique opportunity to improve upon and re-imagine the unsustainable and unhealthy ways of working that were in existence even before Covid-19.

As Arianna Huffington, states, “Thriving goes beyond the two metrics of success the way our culture identifies it—which is money and status/power—and includes what I call the third metric of success, which is our well-being/health, our capacity to tap into our own wisdom and make good decisions, our capacity to wonder and enjoy the mystery of life and to give back.”

So how do we bounce back?



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My 3S framework towards thriving in life & business:

1. **Create Systems** - Create systems that allow you to work smarter (not harder) and get more done.
 - a. Document processes for repeatable tasks taking the guesswork out and eventually delegating to someone else.
 - b. Automate tasks that can be. Look for technology that can assist.

2. **Get Support** - Build a network of people who will be able to help you in your personal and professional life. No man is an island.
 - a. Create a team to help you - people who you can delegate and outsource to (at home and work).
 - b. Delegate anything outside of your zone of genius (the work that you are best at and brings you joy).
 - c. Network and let people know what you are trying to accomplish. This will help you to find the right people.
 - d. Get in touch with family and friends for social support.

3. **Prioritize Selfcare** - Make self care a priority so you can fill your cup and give from the overflow.
 - a. Manage your energy - do more of what energises you.
 - b. Learn to set boundaries.
 - c. Get your essentials in (Sleep, exercise, nutrition).



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When you have reached the point of exhaustion and burnout, no doubt some rest and renewal are required. But it is also a time to look at what caused the burnout in the first place and make steps towards preventing that in the future.

Many MSME's start businesses with good intentions, but lose touch with why they are doing it in the first place. So business starts to feel hard and un motivating. They end up doing work that does not bring them joy and the business feels more like an obligation - which can contribute to stress and burnout. Doing work that is purposeful is not just a nice thing to do, it is actually good for your health and your success.

Studies show that individuals with a connection to their purpose experience:

CAREER: increased levels of income, wealth, leadership effectiveness (+63%), fulfillment (+64%), learning (2x), engagement (4x), productivity (+175%).

RELATIONSHIPS: more abundant and fulfilling relationships, greater levels of attraction, sexual pleasure and love (+31%).

HEALTH: better health (32% fewer doctor's visits), memory, cognition, executive function, mood, contentment (+42%), stronger cells and DNA, and longer lives (+7 years).

Source: <http://scienceofpurpose.org/>



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So how do you align your work with purpose? There are 4S's in this framework around aligning purpose with your skills to do work that is fulfilling. Here are some questions to ask yourself:

1. **Self Awareness - The ability to make choices that are right for you and your needs.**
 - a. Do you know what environment is right for your particularly personality?
 - b. Do you know how you are being perceived by others?
 - c. Do you have, and stick to, boundaries in your personal and professional life?

2. **Strength Mastery - Being able to identify and master your unique strengths.**
 - a. Are you doing work that allows you to use your most preferred skills?
 - b. Are you able to develop new skills that you are interested in?
 - c. Do you know how your zone of genius? (your unique way of thinking and problem-solving).
 - d. Do you spend 70% of your time doing work in your zone of genius?

3. **Significance - Being able to do work that is purposeful and meaningful to you.**
 - a. What's your why?
 - b. Do you do work that is aligned with something that matters to you?
 - c. What matters to you?
 - d. Do your actions/choices correspond with your priorities?

4. **Service - This is the culmination where you're able to create an environment that allows you to use your strengths to solve a problem around something that matters to you in service to others.**
 - a. Is the work you are doing using your strengths?
 - b. Is the work you are doing in an environment that is best suited for you and supports your strengths?
 - c. Is the work you are doing aligned with something that matters to you?
 - d. Is the work you are doing impacting the people you most want to work with?



RESOURCES



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- <https://www.gallup.com/workplace/349484/state-of-the-global-workplace.aspx>
- <http://scienceofpurpose.org/>
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