

Combating the BURNOUT Epidemic



95%

HR leaders said **BURNOUT** is a major factor damaging workforce retention

SYMPTOMS

- ✓ Decreased Productivity
- ✓ Increased Absenteeism
- ✓ Low Engagement
- ✓ Loss of Top Performers

5 Remedies to Help Avoid Burnout

FACT

REMEDIES

1 **56%** of HR leaders said: **BURNOUT** was responsible for between 1 in 5 to over half (50%) of their annual workforce turnover.

Larger organizations seemed to suffer significantly more (+40%), although all sizes of organizations experienced burnout.

MAKE EMPLOYEE RETENTION A PRIORITY

Join the **87%** of HR leaders in declaring that improving retention has become a critical priority.

Overcome budget restraints on programs that tackle the issue using a business case with a clear ROI to the organization. A minor burnout of an employee is estimated to cost between **60'000 and 150'000 Euros**, before lost productivity, collateral stress and impact to the end customer.

2 **"OVERWORK"** consistently ranked **Top 3 Causes of BURNOUT**. **"Overwork and Unreasonable Workload"** occupied the top spot.

"Change fatigue" was a term often used by employees at organizations having a significant burnout rate.

EMPOWERMENT PROMOTES ENGAGEMENT

Employees who can make decisions and feel they have choices will be **more engaged**. Allowing employees to make at least some decisions, like how they spend their time, also serves as a hedge against burnout.

Build teams that can share the work burden so as to provide cover and a feeling of security in times of change.

3 **40%** of respondents said: **"Unfair compensation and lack of recognition"** as top 3 frustrations.

"Lacking community & team spirit" in order to share the burden, was also often cited as part of the problem.

BUILD CAPABILITIES

Catch people doing things right, and tell them about how much they are appreciated. **Reward good behaviour**.

Leverage the capabilities of your ERP system to provide alternative choices of compensation like more leave or differentiating benefits.

Assign team roles that play to people's strengths, so that they feel good about what they're doing every day.

4 Siloed, Dysfunctional, and Poor Management AND **"No Clear Connection between their Role and Corporate Strategy"** consistently scored in the 30% range.

PROMOTE PURPOSE

Give employees the means to find out how they fit into the bigger picture, as it brings a sense of purpose to their work.

Select programs that deliver better ways to work and develop cross functional team capabilities.

5 **1 in 4** (25%) respondents identified **"misalignment of strategy with corporate culture"** including having a negative workplace culture as the primary cause of burnout.

Insufficient support by senior leaders to do their job was cited by 20% of respondents as a problem.

DEVELOP YOUR DEVELOPMENT PROGRAMS

Engage the entire workforce in your talent development initiatives instead of just relying on your leaders to define best practices and the workplace culture.

Avoid introducing programs or surveys that are designed to "find the gaps", as inevitably this will lead to painful sessions that focus on the negative before any good is derived from it.

A FINAL THOUGHT

"Engagement has been the workforce buzzword for the past decade. We talk about ensuring that employees are challenged, appreciated, and in sync with strategic objectives, but **even when they have an intellectual or emotional engagement with their work they sometimes still feel overwhelmed**."

While not all burnout can be eliminated, much of it can be avoided using critical strategies that balance consistency and personalization of compensation with workload; leveraging managers as models for how their team can achieve work/life balance; and **provide talent development for the entire workforce as leaders who no longer have the time to cascade best practices** as well as delivering a full day's work."

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Survey Methodology: We compiled the results of over 9 different survey covering medium to large corporations. In total over 2000 senior professionals participated of which 700 were HR professional across different industry sectors. Most surveys were questionnaire driven, others by means of interviews and anecdotal testimony. To the best of our abilities we tried to provide an accurate, fair and impartial account.

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