

BURNOUT SURVIVAL

WHOLE SELF-CARE 101

BRAND SOCIETY

WWW.TARHKEECH.COM

Project Proposal: Burnout Survival for Brand Society

Client: Brand Society, Katie Bautsch

Delivered on: May 23, 2019

Submitted by: Tarah Keech, tarahkeech.com

May 23, 2019

Hello Katie!

I'm glad we connected today, and am excited to support you and your team at Brand Society.

The impact you're making in the lives of these business you serve is striking. Telling their stories, creating real relationships between them and the clients they serve and helping them deliver on their brand promises, ultimately fosters a connected, healthy and trusting community.

Preventing, healing and recovering from your teams' burnout is the single most impactful way to ensure Brand Society is able to continue serving your community in the fullness of your vision and capability.

In this proposal, there are few options for how to equip your teams with targeted, personalized Burnout Survival skills, namely Whole Self-Care through Thought Curation.

Everything is broken down into options which will be customized to your needs and can be layered and phased as you're ready. I welcome the opportunity to answer your questions and help you make the best decision for your team and your community.

Sincerely,

Tarah Keech, MA

Web: tarahkeech.com

Email: tarah@tarahkeech.com

Phone: 251.591.0988

Calendar: <http://bit.ly/LetsTalk1-on-1>

Objective and Goals

OBJECTIVE

For Brand Society teams to learn the Burnout Survival approach and be able to apply Whole Self-Care through Thought Curation in order to prevent, survive, and thrive after burnout.

BURNOUT

Burnout is a state of chronic stress that leads to emotional, mental, even physical exhaustion.

RISKS

Katie, as a small-business leader, you understand more intimately than most, the *high risk* and *literal cost* of employee burnout - to their health and wellbeing and to Brand Society's ability to serve your clients practically, tactically and financially.

When teams are burnt out, we see up to triple the rate of errors¹, attrition and the exorbitant costs associated with turnover², workplace hostility and plummeting morale³, and worst of all - reduced client satisfaction.⁴⁵⁶⁷

CAUSE

Wouldn't it be convenient if the root cause of burnout was as simple as rewriting your mission statement? Or, even an influx of new business or organizational restructuring? But it's not.

Burnout is a human-level issue and the antecedents and contributing factors play out at the individual level.

Regardless of the circumstances we encounter in life - evolving technology, the moving target of market demands, client load, even the pressure of work-life balance - as individuals, we have control over how we experience those circumstances.

¹ Mayo Clinic Staff (2018, November 21). *Job burnout: How to spot it and take action*. Retrieved from <https://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/burnout/art-20046642?pg=1>.

² Krapivin, P. (2018, October 10). *The Deadly Cost of Employee Burnout*. Retrieved from <https://www.forbes.com/sites/pavelkrapivin/2018/10/10/the-deadly-cost-of-employee-burnout/#647b9f9968c7>

³ Wigert, B. and Agrawal, S. (2018, July 12). *Employee Burnout, Part 1: The 5 Main Causes*. Retrieved from <https://www.gallup.com/workplace/237059/employee-burnout-part-main-causes.aspx>.

⁴ Salvagioni, D. A. J., Melanda, F. N., Mesas, A. E., and Gonzalez, A. D. (2017, October 4). *Physical, psychological and occupational consequences of job burnout: A systematic review of prospective studies*. Retrieved from <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0185781>.

⁵ Mayo Clinic Staff (2018, November 21). *Job burnout: How to spot it and take action*. Retrieved from <https://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/burnout/art-20046642?pg=1>.

⁶ Tipton, M. (2019, March 19). *How much does nonprofit burnout cost donors and investors?* Retrieved from: <http://bcbslafoundation.org/2019/03/how-much-does-nonprofit-burnout-cost-donors-and-investors/>

⁷ McCambridge, R. (2017, January 3). *High Nonprofit Frontline Turnover Rates Require Focus and Collective Chutzpah*. Retrieved from <https://nonprofitquarterly.org/2017/01/03/high-nonprofit-frontline-turnover-rates-require-focus-collective-chutzpah/>

HOW DO YOU PREVENT & TREAT BURNOUT?

Meditation is awesome. Spa days are fun. Exercise is important but no to-do list item is ever going to solve burnout. They are just tactics.

The answer for HOW to solve burnout is both the simplest and hardest thing we will ever do: thought management.

The only way to change how we feel is to change the way we think.

This is what your teams will learn in Burnout Survival - the Whole Self-Care system which is built upon the Thought Curation process.

Burnout Survival can begin to be applied immediately and within your existing time and resource constraints.

Regardless of someone's history, aspirations or circumstances - Burnout Survival will teach your team how to manage their minds through any challenge or circumstance (regardless of client issues, interpersonal drama or project spin) in order to achieve the results that they most want (read: burnout relief from physical, emotional and mental exhaustion).

I will show and coach them on how to differentiate their circumstances from their thoughts. We will practice aligning their thoughts to channel their emotions into action and results that serve them and Brand Society to their greatest capacity.

THIS IS NOT SUNSHINE AND RAINBOWS

But it will make a difference in the lives of everyone in your company and every client they interact with.

This is not like any leadership program or one-and-done motivational in-service you've ever attended before.

I will **not** be telling your teams to join hands and sing *Kumbaya* or walk across burning coals.

Burnout Survival through Whole Self-Care is grounded in the practical applications of psychologically validated science of cognitive behavioral therapy, motivational interviewing and appreciative inquiry.

Burnout Survival is emotionally and mentally challenging but your team's investment of time and energy is the single greatest investment they could possibly make because their payoff is in every single aspect of their lives.

Which means your return on investment will be increased contributor engagement, bolstered job satisfaction, improved market indicator metrics, and best of all - improved client satisfaction and quality of service.

GOALS

In Burnout Survival, your teams will learn, apply and study Burnout Survival through a combination of live training and group coaching, workbooks, reading, and live discussion calls, and as an outcome will:

- Reduce anxiety, stress, worry, boredom, and burnout
- Learn how to process emotion and create more energy
- Experience less frustration by learning relationship tools that can be applied in each and every role
- Motivate themselves to get more done in less time
- Understand the importance of becoming aware of what they are thinking (versus literal circumstances) and notice how thoughts are causing them to feel and the results they're creating in their lives
- Differentiate and be able to decide to tell their brains what to do instead of following its commands
- Discuss and practice allowing all their thoughts and feelings versus resisting them, in order to harness that power with intentionality in service of their most wanted goals
- Recognize and plan for what to do after they notice how their thoughts make them feel
- Refine and demonstrate what type of questions to ask their brains in order to produce answers that will benefit them and align to the actions and results that will best serve them
- Be able to summarize and apply the Thought Curation model in practical, real-life situations

- *All regardless of the circumstances they face in any given day: job demands, legislative and regulatory burden, marketplace ups and downs, client load, hostile workplace dynamics, and work-life balance.*

Solution Scope and Deliverables

BURNOUT SURVIVAL & SUPPORT PROPOSAL

PACKAGE 1: **BURNOUT SURVIVAL LEADERSHIP LIVE TRAINING INTENSIVE + CONTINUED SMALL-GROUP COACHING**

WHO

Custom and individualized training for Brand Society's hand-selected and most influential leaders. These are the individuals most at-risk of burnout, currently experiencing burnout, and the leaders and influencers whose burnout recovery will have the most strategic impact on their cohort and clients.

These sessions can accommodate all or a portion of your 13 member team.

WHAT

Participants will learn, apply and study Whole Self-Care through a combination of an in-person, half-day live training intensive (including group coaching, workbooks, reading, and live hot-seat exercises). They will receive ongoing weekly virtual small-group coaching for four weeks immediately following the live event, unlimited email and text coaching support for six months following the live event, and once-per-month, whole-team accountability and support coaching for six months following the live event (to begin after the initial four weeks of calls conclude).

STRATEGIC ADVANTAGES

In-person, half-day intensive workshop training and group coaching will give your leadership team the opportunity to focus on themselves, their burnout experiences, and their individual burnout recovery needs. Within the shared live experience, this group will be coached on their thoughts within a psychologically safe small-group setting.

They'll receive workbooks and assignments to bring the momentum from the live workshop forward into their day-to-day responsibilities.

These participants receive continued group coaching support through once-weekly meetings over the following four weeks, exclusively for Brand Society's team members. This supports a culture of psychological safety and based on past client experiences, fosters an organic network of support amongst participants.

INVESTMENT

\$1497 per participant

PACKAGE 2: **BURNOUT SURVIVAL 101 LIVE WORKSHOP + GROUP COACHING**

WHO

For Brand Society team as a whole.

This session can accommodate large groups. There will be facilitated small-group break-out engagements during the workshop and there is no capacity constraint.

WHAT

Participants will learn the Whole Self-Care approach to Burnout Survival during a 90-minute workshop. They will participate in breakout exercises as individuals and as small-groups during the workshop. They will be given “takeaway” homework and materials that can be leveraged ongoing.

A twice-monthly Brand Society group-coaching call will be facilitated for two months following the workshop wherein participants will receive supplemental training and coaching. In this private forum, they can ask questions and get answers to deepen their understanding and explore applications and solutions to their specific situations.

Participants will have access to an online Brand Society-only group hub wherein they can post questions, receive additional support (webinars, reference assets, and participate in challenges).

STRATEGIC ADVANTAGES

In-person workshop training will give your team the holistic structure and practical underpinnings of Whole Self-Care so that they can begin to apply it in their roles and lives immediately.

They'll receive workbooks and assignments to bring the momentum from the live workshop forward into their day-to-day responsibilities.

Post-workshop, they will receive continued group coaching support through twice-monthly meetings and can leverage the private Brand Society-only online community to continue to deepen their understanding and practice the applications of Whole Self-Care applications and Thought Curation.

INVESTMENT

\$247 per participant

PAYMENT & AVAILABLE DATES

This is the current availability for when Burnout Survival can be delivered on-site in New Orleans with you and your team.

Dates can be held once a contract is submitted. Upon receipt of a 35% deposit, final date confirmations will be issued. The balance will be due in full 2-weeks prior to the first event.

TIMING

BURNOUT SURVIVAL LEADERSHIP LIVE TRAINING INTENSIVE: A four-hour workshop experience.

BURNOUT SURVIVAL 101 LIVE WORKSHOP: A 90-minute workshops.

Green = Available

JUNE						
	3	4	5	6	7	
	10	11	12	13	14	
	17	18	19	20	21	
	24	25	26	27	28	

JULY						
	1	2	3	4	5	
	8	9	10	11	12	
	15	16	17	18	19	
	22	23	24	25	26	
	29	30	31			

AUGUST					
			1	2	
	5	6	7	8	9
	12	13	14	15	16
	19	20	21	22	23
	26	27	28	29	30

WHY TARAH KEECH

With an MA in Clinical Psychology and a resume of consulting in the Fortunes since 2011, I've built a business and reputation on solid relationship development, and client and team engagement and motivation.



With a background in communication theory plus industry leadership experience as a professional program and project manager—my Burnout Survival: Whole Self-Care program helps teams and contributors learn how to sustainably and holistically lead and influence across their entire stakeholder base.

And if you're curious about my corporate credentials, here are some of those:

- 16+ years in professional Project and Program Management for Fortune 500, 100 and 30 organizations, tech and health startups
- Team Leadership, Coaching, and Engagement
- Strategic and Tactical Planning
- Stakeholder Management and Value Building
- Go-to-Market Deployment
- Change Management

Industries: Healthcare, IT, software, medical research, finance and performance solutions

Education:

- BA, University of South Alabama - 2006, cum laude
- MA, University of Colorado Denver - 2009, cum laude
- PMP Certification, Project Management Institute - 2011-2017

Praise from past Burnout Survival: Whole Self-Care clients:

- "I'm not going crazy, just experiencing burnout."
- "You helped me stop believing my own bull####."
- "It's simple and makes sense."
- "This is not cookie-cutter self-help material."
- "This is a much-needed guide back. These are fundamentals and truths that I know, yet they're hard to remember or see through the muck when sitting in the midst of burnout."

NEXT STEPS

Step 1: Please read the information on the previous pages to make sure you understand all the details involved with us working together. It's important that everything is transparent and understood so that we lay a solid foundation for a great working relationship. If you have any questions at all, please let me know. I'm happy to clarify any points and am committed to finding the best way to work together.

Step 2: Once you feel confident about everything and are ready to move forward, I'll send you the agreement over to sign and instructions for the first payment.

Step 3: Once I receive your acceptance and deposit I'll contact you shortly to sort out next steps and get our project rolling.

I am here to talk through answers to any questions you may have. Details on how to reach me are below and I look forward to talking with you again soon!

Sincerely,

Tarah Keech, MA

Web: tarahkeech.com

Email: tarah@tarahkeech.com

Phone: 251.591.0988

Calendar: <http://bit.ly/LetsTalk1-on-1>