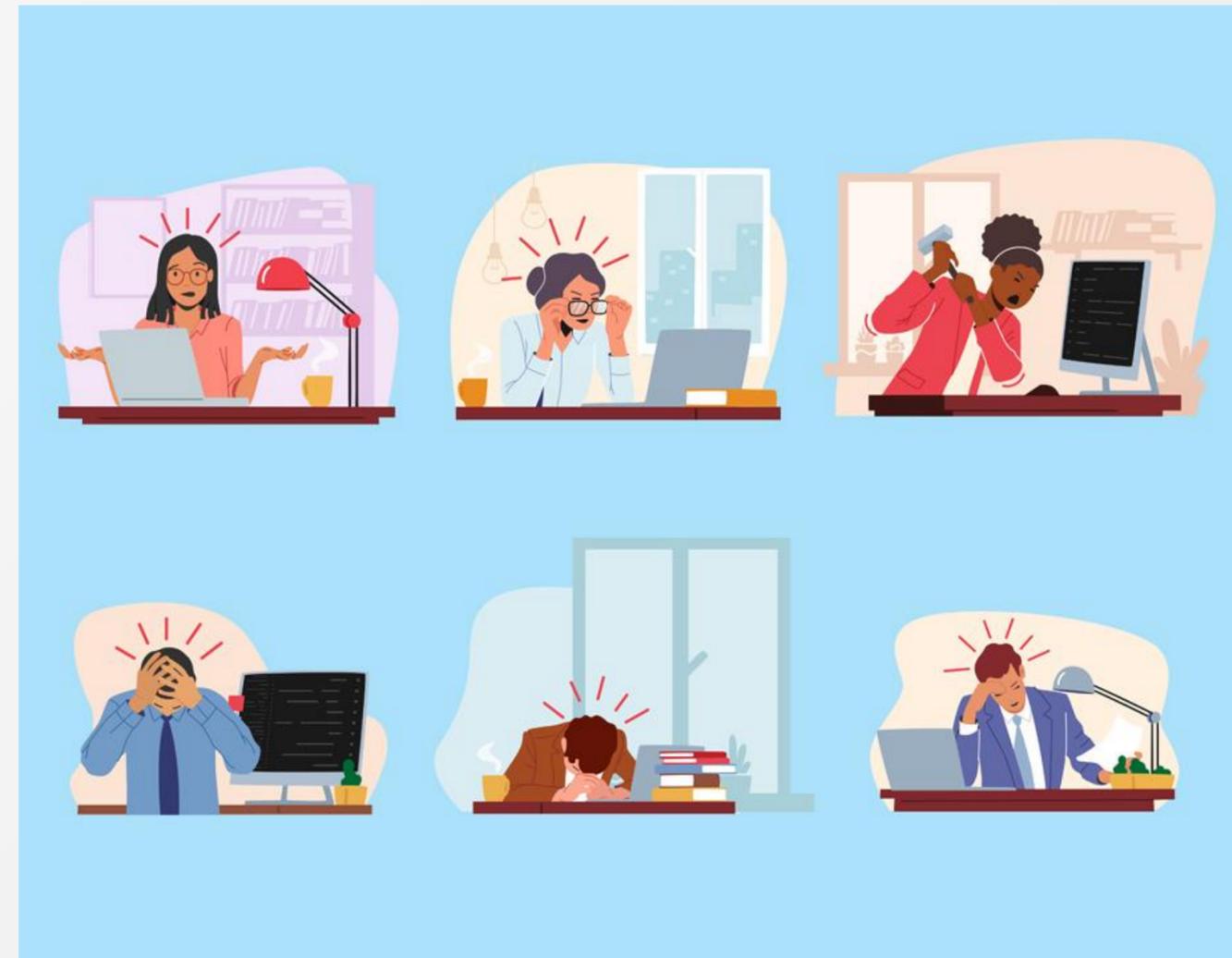


Avoiding Professional Burnout

Direct Marketing Association of Washington - Next In Direct

Thursday, January 11, 2024

Putting a Face to Burnout



Workplace Burnout & Its Signs



S Strategy

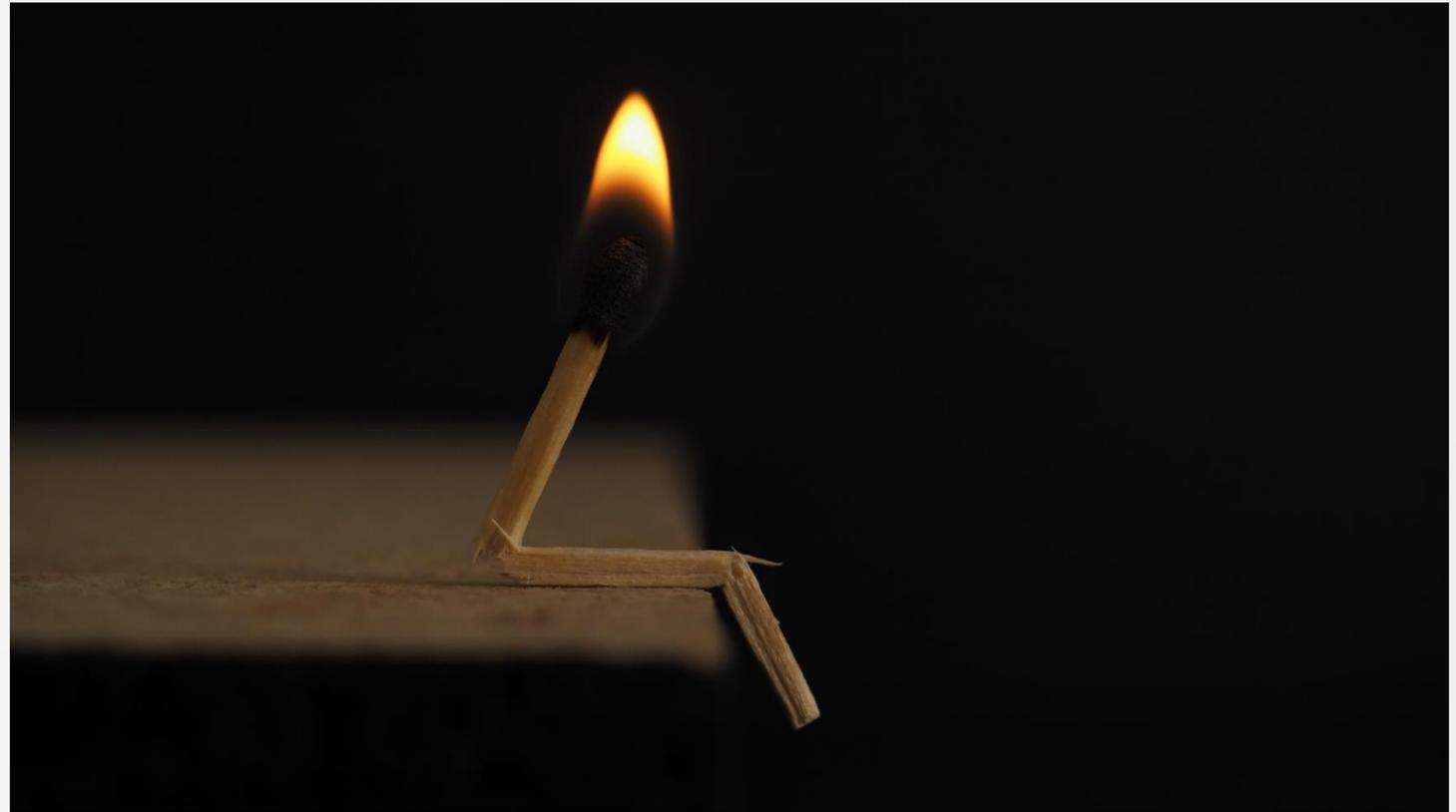
O Own

U Understand

R Resource

C Culture

E Empathy



S

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Strategize It

Take a step back & look at your strategy. Is it clear?

Are their goals and milestones to be developed or elevated?

Are all supervisors or leaders effective at communicating the strategy?

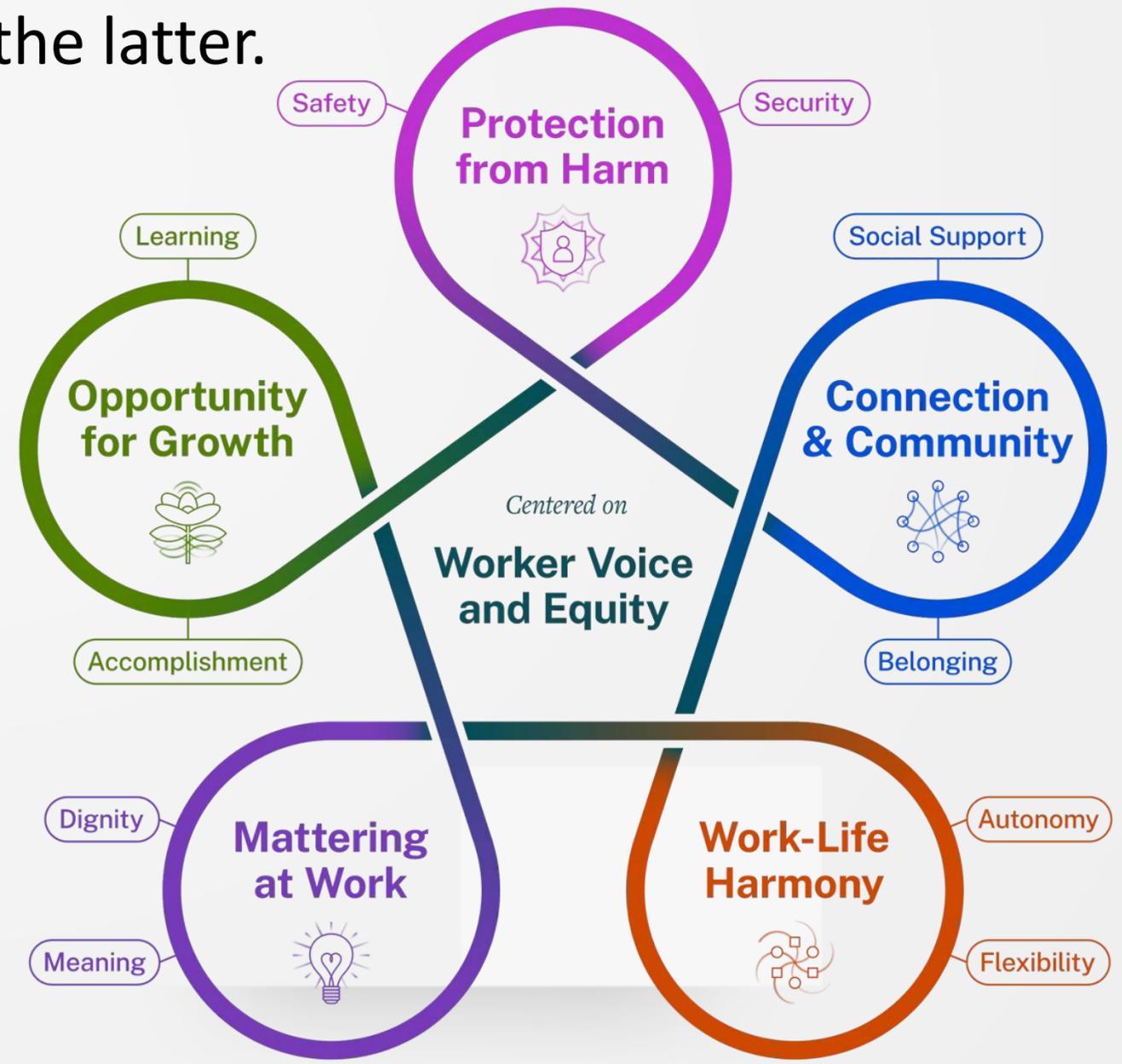
Does each employee demonstrate their understanding of the role they play in achieving those strategy objectives? In achieving the mission?

- Vary your communication channels with staff.
- Share mission impact & financial outcomes with staff.
- Ensure job descriptions are accurate and available. Ongoing feedback cultures help serve this purpose.

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Own It

What is the employee responsible for versus the organization? Leaders should focus on the latter.



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Understand It

- MBWA: Management by Wandering Around
- Employee Check-ins:
 - What I could be doing more or less of in support of you?
 - Anything getting in the way of your priorities?



S O U R C E

Resource It

- Wellness benefits & programs
- Policies & Procedures
- Internal support to employees
- Technology adoption & implementation



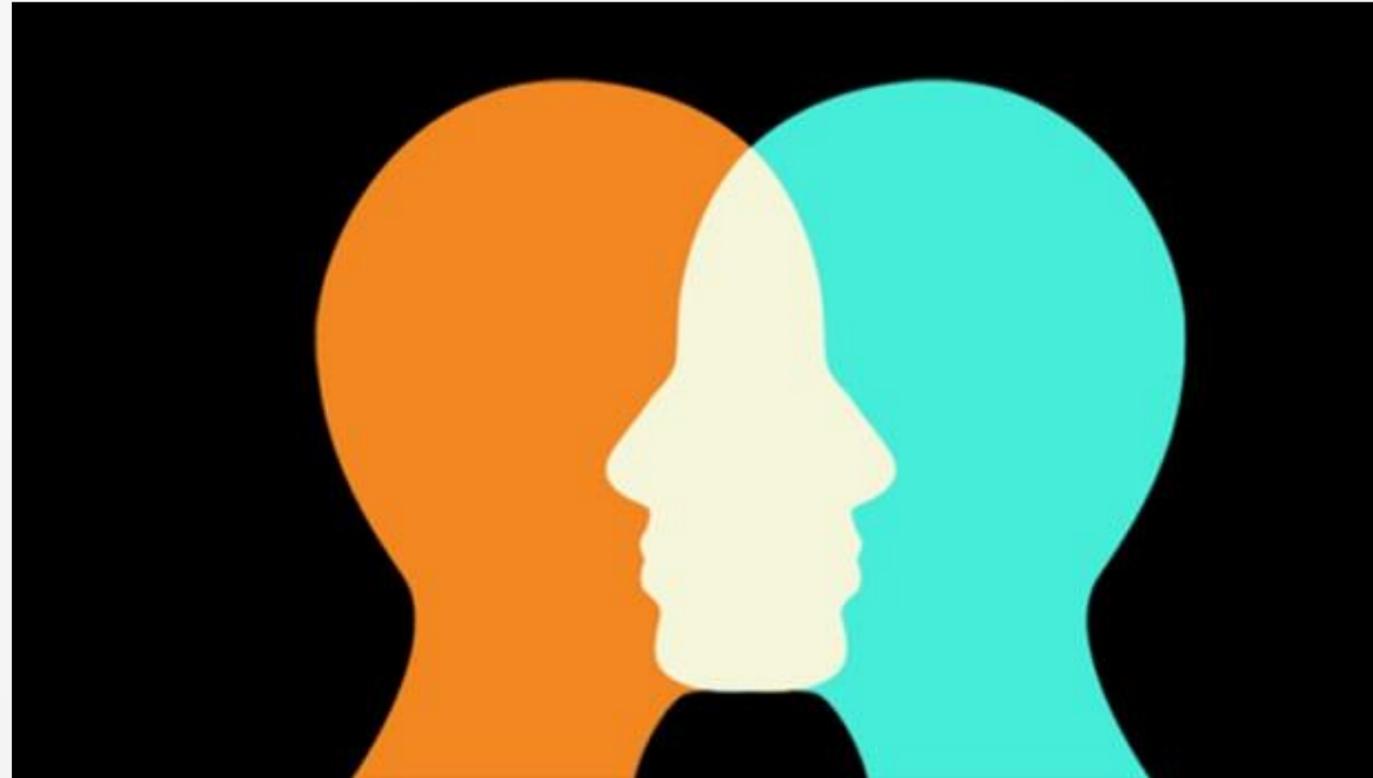
S O U R C E

Culture It



- Live the mission
- Show Gratitude & Recognition
- Foster positive connections (employee engagement committee)
- Practice what you preach

Empathize It



Be Aware of the Physical and Emotional State of Staff -
and the leaders' influence.

Ignite & Engage





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ABOUT NONPROFIT HR

Our Vision:

We are the leading source of innovative talent management, talent acquisition services and knowledges for the social impact sector.

- Total lifecycle solutions for talent management.
- 20+ years serving the social sector as a trusted advisor and thought partner.
- Thousands of missions served.
- Black woman owned.
- National footprint.
- Award-winning and credentialed staff.



“Nonprofit HR’s experts listen, articulate people-centric solutions and understand the correlation between having high-performing, engaged staff and us being able to support our members’ needs. Their team has elevated the importance of and visibility around innovative HR practices. Nonprofit HR is an invaluable strategic partner.”

– Cathy Gibney, CPA, Chief Financial Officer, National Hospice & Palliative Care Organization

Thank You!