



International  
**Wellbeing** Insights  
People, Culture & Wellbeing



Stress Management Society  
from distress to de-stress

# Simon-Kucher & Partners

## Burnout and Self Care

### 2023

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## WELCOME

Stress is the driving force that keeps us on our toes and ensures that we push to be the best we can be. However that is only valid up to a certain point. If we have too much stress and endless wear and tear, it can drive us into physical, mental and emotional exhaustion.

Certainly we can't avoid the problem. Situations arise on a day-to-day basis, which make physical, mental and emotional demands on us. There may be decisions that need to be made, deadlines that need to be met, and lessons to be learned.

Unreasonable stress affects one in five of the working population and after acute medical conditions it is the most common cause of long term sickness absence from work (CIPD Absence Management 2014).

Stress undoubtedly makes people ill. It is now known to contribute to heart disease, hypertension and high blood pressure, it affects the immune system, is linked to strokes, IBS (Irritable Bowel Syndrome), ulcers, diabetes, muscle and joint pain, miscarriage, allergies, alopecia and even premature tooth loss.

Therefore it is imperative to strike the right balance. As individuals, we must take stock of all aspects of our life and situations and learn to cope better.

Treat it early, and your prospects are good. Ignore the problem, and there is a risk that 'burnout' may become a permanent state of affairs.



# UNDERSTANDING BURNOUT

The 11<sup>th</sup> Revision of the International Classification of Diseases 11 (ICD-11) defines burnout as

**“a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed”.**

Moreover, according to the ICD-11’s definition, burn-out is characterized into three dimensions:

**FEELINGS OF ENERGY DEPLETION OR EXHAUSTION**

**INCREASED MENTAL DISTANCE FROM ONE’S JOB, OR FEELING OF NEGATIVISM OR CYNICISM**

**REDUCED PROFESSIONAL EFFICACY**

## OTHER SIGNS AND SYMPTOMS OF BURNOUT:

- **COMPULSION TO PROVE ONESELF**
- **PUSH TO WORK HARDER**
- **NEGLECTING PERSONAL NEEDS**
- **INCREASED PERCEPTION OF CONFLICT**
- **WITHDRAWAL FROM SOCIAL SITUATIONS**
- **A REVISION OF YOUR VALUE SYSTEM, SELF-WORTH BASED JOB**
- **DENIAL OF PROBLEMS AND/OR BELIEVE THAT OTHERS ARE LAZY**
- **OBVIOUS BEHAVIOURAL CHANGES NOTICED BY OTHERS**
- **LOSS OF CONTACT WITH SELF**
- **FEELINGS OF INNER EMPTINESS**
- **LOW MOOD, DEPRESSION**
- **DISTORTED SENSE OF TIME**
- **MENTAL, EMOTIONAL OR PHYSICAL COLLAPSE**

# BURNOUT SURVEY

This survey will ask you a series of questions to unpack some of the behaviours that can often lead to becoming burnt out.

The objective of this exercise is not to be compared against a scale or receive a score. The exercise is not intended to cause alarm or cast judgement, but to empower you to improve the pressures that contribute to burnout.

## ASSESS YOUR RISK OF BURNOUT

Presenteeism: approximately how many days have you worked whilst either physically, mentally or emotionally unfit in the last 12 months?	Never	Rarely	Sometimes	Often	Always
My job ___ makes me feel exhausted and depleted of energy	Never	Rarely	Sometimes	Often	Always
I feel I ___ have negative and/or cynical thoughts relating to my job	Never	Rarely	Sometimes	Often	Always
I ___ worry about work outside of my contracted hours	Never	Rarely	Sometimes	Often	Always
I am ___ able to not let work worries affect my private life	Never	Rarely	Sometimes	Often	Always
I get at least 6.5-7 hours of uninterrupted sleep at least four times a week	Never	Rarely	Sometimes	Often	Always
The dividing line between my work and private life is becoming more blurred	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
It's hard for me to switch off	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
I feel like I'm working more than the traditional '9-5'	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
I feel a bit directionless, like I've lost my purpose	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
My energy levels make me I feel that I am unable to carry out my work effectively	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
I feel valued at work	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
I feel compelled to prove myself	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
I push on to work harder	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
I have been neglecting my own personal needs	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
I have been choosing to not socialise as much as I used to	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
My self-worth is linked to my achievements	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
I often believe that others are lazier than me	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
Others have noticed a change in my behaviour	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
I feel disconnected from others	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
My mood has been low	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
I feel like there aren't enough hours in the day to get things done	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree
I feel like I'm close to or I have experienced a mental, emotional or physical collapse	Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree



# DIGITAL DETOX

ASSESS YOUR USE OF TECHNOLOGY	Y	N
DO YOU OWN A SMARTPHONE (IPHONE, ANDROID, ETC.)?	Y	N
DO YOU CHECK YOUR PHONE IN THE FIRST HOUR OF THE DAY?	Y	N
DO YOU SPEND YOUR DAY WORKING IN FRONT OF A COMPUTER?	Y	N
DO YOU USE TECHNOLOGY AS A MEANS OF ESCAPE?	Y	N
DO YOU FEEL THAT YOU STAY ONLINE FOR LONGER THAN ORIGINALLY INTENDED?	Y	N
DO YOU FEEL THE NEED TO USE THE INTERNET/GAMES/SOCIAL MEDIA WITH INCREASING AMOUNTS OF TIME IN ORDER TO ACHIEVE SATISFACTION?	Y	N
DO YOU FEEL PREOCCUPIED WITH THE INTERNET/GAMES/SOCIAL MEDIA?	Y	N
DO YOU FEEL RESTLESS, MOODY OR IRRITABLE WHEN ATTEMPTING TO CUT DOWN OR STOP INTERNET/GAMES/SOCIAL MEDIA USE?	Y	N
CAN YOU STAND IN A QUEUE WITHOUT CHECKING YOUR PHONE?	Y	N
DO YOU FEEL THE NEED TO RESPOND IMMEDIATELY TO YOUR MESSAGES?	Y	N
DO YOU CONSTANTLY CHECK THE PHONE EVEN IF IT DOES NOT RING OR VIBRATE?	Y	N
DO YOU FEEL ANXIOUS WHEN AWAY FROM YOUR DEVICE OR COMPUTER?	Y	N
WHEN DRIVING, DO YOU CHECK YOUR PHONE WHILST WAITING IN TRAFFIC?	Y	N
DO YOU CHECK YOUR PHONE DURING MEAL TIMES?	Y	N
DO YOU FEEL PANICKY AND ANXIOUS IF YOU DON'T HAVE YOUR PHONE ON YOU OR IF THE BATTERY IS DEAD?	Y	N
SINCE YOU HAVE BEEN AT THIS WORKSHOP HAVE YOU AT ANY POINT STOPPED TO CHECK EMAILS, SOCIAL MEDIA, TEXT MESSAGES ETC.?	Y	N
HAVE YOU EVER CHECKED YOUR EMAILS, SOCIAL MEDIA, TEXT MESSAGES, ETC. WHILE ON THE TOILET?	Y	N
HAVE YOU EVER CHECKED YOUR EMAILS, SOCIAL MEDIA, TEXT MESSAGES, ETC. IN BED?	Y	N
DO YOU CHECK YOUR PHONE JUST BEFORE GOING TO SLEEP?	Y	N
HAS ANYONE EVER TOLD YOU THAT YOU'RE ONLINE/ON YOUR PHONE TOO MUCH?	Y	N
<b>TOTAL</b>		

# HEALTHY BOUNDARIES SURVEY: LEARN TO SAY 'NO'!

This survey will ask you a series of questions to unpack some of the behaviours that can often lead to 'Yes Stress'. The objective of this exercise is not to be compared against a scale or receive a score.

The exercise is not intended to cause alarm or cast judgement, but to empower you to say 'No' when you need to.

ASSESS YOUR ABILITY TO ASSERT YOURSELF	AGREE	DISAGREE
I TAKE ON MORE THAN I CAN DEAL WITH	A	D
I DO MORE TASKS FOR OTHERS THAN OTHERS DO FOR ME	A	D
I FEEL PEOPLE TAKE ADVANTAGE OF ME	A	D
I AGREE TO THINGS TO AVOID CONFRONTATION	A	D
I FEEL STRESSED BECAUSE OF TASKS THAT OTHERS HAVE GIVEN ME	A	D
I CANNOT TELL OTHERS WHEN THEIR BEHAVIOUR IS NOT ACCEPTABLE TO ME	A	D
I CANNOT EXPRESS MY HONEST OPINION TO OTHERS	A	D
I CANNOT SAY 'NO' WITHOUT FEELING GUILTY OR ANXIOUS	A	D
I OFTEN DEPRIORITISE MY NEEDS TO FULFIL SOMEONE ELSE'S DEMANDS	A	D
<b>TOTAL</b>		

## MY PERSONAL ACTION PLAN

I promise myself I am going to decrease my 'YES-stress' by taking these actions:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Enter your commitments to log your actions and progress.

# THE FIVE DAILY ESSENTIALS

## WATER

AT LEAST 2 LITRES PER DAY



## SLEEP

RESET, RESTORE AND REPAIR

## OUTDOORS & EXERCISE

GET OUTDOORS, GET SOME LIGHT

## PEOPLE

HEALTHY CONNECTIONS  
MAKE HEALTHY MIND, BODY  
& SOUL

## DIET

EATING CLEAN FEELS CLEAN

## WATER

WATER INTAKE AFFECTS OUR BODY, MOOD AND COGNITIVE FUNCTION. YOU SHOULD BE DRINKING ENOUGH WHERE YOU DON'T EVER FEEL THIRSTY.

## OUTDOORS AND EXERCISE

SUNLIGHT IN YOUR EYES AS SOON AS YOU CAN AFTER WAKING UP LEADS TO ELEVATED MOOD, IMMUNE FUNCTION AND FOCUS ALL DAY AND BETTER SLEEP AT NIGHT.

## DIET

A DIET THAT IS PACKED WITH NATURAL FRESH PRODUCE HELPS TO LOWER THE RISK OF MANY CHRONIC DISORDERS LIKE CANCER, OBESITY, CARDIOVASCULAR PROBLEMS AND DIABETES. EATING CLEAN FEELS CLEAN.

## PEOPLE

WE ARE A HERD SPECIES. SOME OF LIKE TO BE IN THE MIDDLE OF THE HERD, SOME ON THE OUTSKIRTS, WHILST SOME OF US PREFER TO KNOW IT'S THERE IF WE NEED IT!

## SLEEP

SLEEP HAS MASSIVE BENEFITS ON OUR PHYSICAL, MENTAL AND EMOTIONAL HEALTH. WE RESTORE, REPAIR, AND PROCESS DURING SLEEP.

# LIFESTYLE BALANCE EXERCISE

Knowledge is power...only if you apply it or take action

This is about lifestyle balance; as a starting point, think about the different areas of your life and give them a score.

Rate on a scale: Zero being poor, 10 being Excellent

**HOW DO YOU RATE YOURSELF OUT OF 10 ON THE FOLLOWING SKILLS/ STATEMENTS?**

## WATER

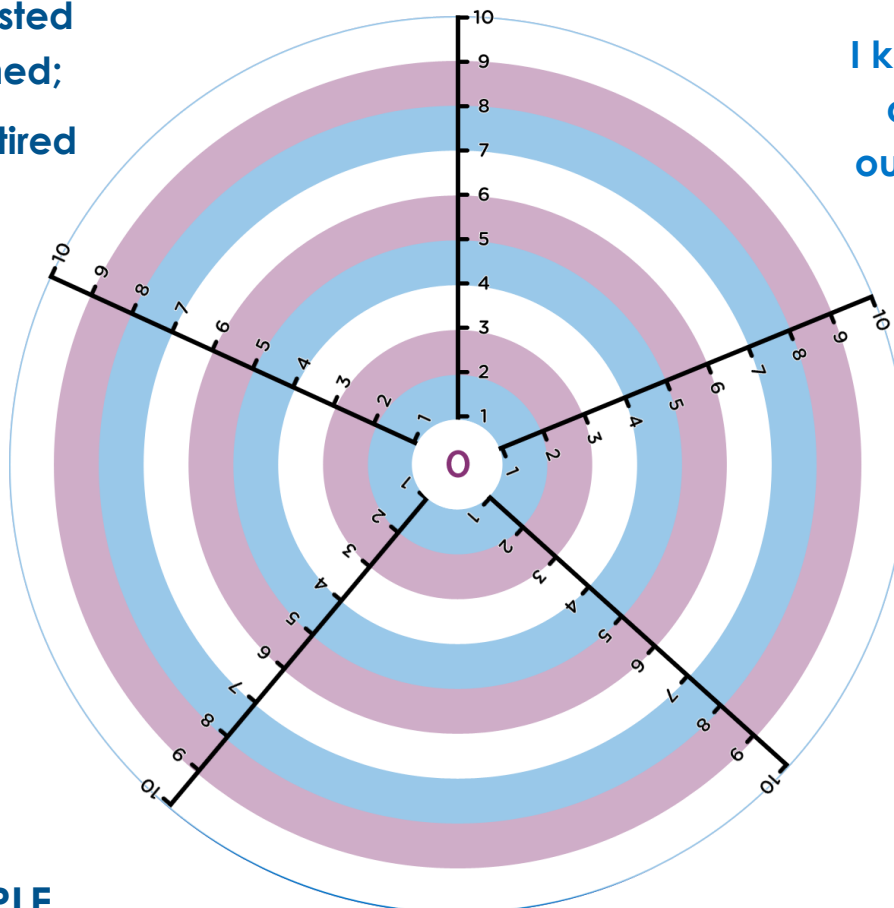
I drink enough to keep my mind and body sharp

## SLEEP

I am fully rested and refreshed;  
I rarely feel tired

## OUTDOORS & EXERCISE

I keep my body active: I am outside for long periods



## PEOPLE

I keep connected to a variety of friends and family that I can rely on and who can rely on me

## DIET

I keep my body fed well with lots of fresh food

# WHAT COULD YOU DO INSTEAD?

## WATER

Water is essential for maintaining optimal brain and cognitive function. From a neuroscience perspective, the brain is highly dependent on water to regulate a range of physiological processes, including blood flow, oxygenation, and waste removal. Even mild dehydration can impair cognitive performance, attention, and memory. Adequate hydration is crucial for promoting optimal brain health, preventing cognitive decline, and reducing the risk of age-related brain diseases. Prioritising regular water intake throughout the day is crucial for maintaining overall health and optimal brain functioning.

1. Carry a reusable water bottle with you throughout the day, and sip on it regularly. [source](#)
2. Set a goal for how much water you want to drink each day, and track your progress with a water tracking app or journal. [source](#)
3. Infuse your water with flavour by adding slices of fruit, vegetables, or herbs. [source](#)
4. Drink a glass of water first thing in the morning to kick-start your hydration for the day. [source](#)
5. Sip on water before, during, and after exercise to stay hydrated. [source](#)
6. Drink water instead of sugary drinks, such as soda or sports drinks, to reduce your calorie intake. [source](#)
7. Choose water instead of alcoholic beverages when you're out at a social event. [source](#)
8. Keep a glass or bottle of water on your desk or in your workspace to remind you to drink throughout the day. [source](#)
9. Drink a glass of water before each meal to help you feel fuller and eat less. [source](#)
10. Choose sparkling water or club soda as a hydrating and low-calorie alternative to soda. [source](#)
11. Drink water with a slice of lemon or lime to add flavor and increase your vitamin C intake. [source](#)
12. Take a water bottle with you when you travel, and fill it up at water fountains or restaurants. [source](#)
13. Drink water when you feel hungry between meals, as thirst can often be mistaken for hunger. [source](#)
14. Drink a glass of water before and after taking a hot shower or bath to help regulate your body temperature. [source](#)
15. Choose water-rich foods, such as watermelon, cucumber, and celery, to help increase your water intake. [source](#)
16. Drink water throughout the day, rather than waiting until you feel thirsty, to stay properly hydrated. [source](#)
17. Sip, DON'T glug, your drinks after 7.00pm to avoid the dreaded 4.00am trip to the bathroom!
18. Drink water before, during, and after flights to prevent dehydration caused by the dry air on airplanes. [source](#)
19. Keep a pitcher or jug of water in the fridge, and pour yourself a glass whenever you need a refreshing drink. [source](#)
20. Set reminders on your phone or computer to prompt you to drink water at regular intervals throughout the day. [source](#)



# WHAT COULD YOU DO INSTEAD?

## OUTDOORS & EXERCISE

Outdoor light and exercise are crucial for maintaining optimal brain and cognitive function. From a neuroscience perspective, exposure to natural light helps regulate the body's internal clock and circadian rhythm, promoting healthy sleep-wake cycles and regulating hormone levels. Exercise is essential for promoting neuroplasticity, increasing blood flow to the brain, and promoting the growth of new neurons and neural connections. Regular outdoor exercise also helps reduce stress and improve mood, which can positively impact brain function. Prioritising regular outdoor exercise and exposure to natural light is crucial for maintaining overall health and optimal brain functioning.

1. Set a goal for how much physical activity you want to achieve each day, and track your progress with a fitness tracker or journal. [source](#)
2. Incorporate more movement into your daily routine, such as taking the stairs instead of the elevator or parking farther away from your destination. [source](#)
3. Try a new form of exercise, such as yoga, Pilates, or dancing. This can help keep your workouts interesting and challenge your body in new ways. [source](#)
4. Incorporate strength training exercises into your routine to improve your muscle tone and balance. [source](#)
5. Take frequent breaks from sitting or standing in the same position for long periods of time, and move around to stretch and increase blood flow. [source](#)
6. Walk or bike instead of driving when possible. This is a great way to increase your daily activity level and reduce your carbon footprint. [source](#)
7. Practice good posture throughout the day to improve your alignment and reduce strain on your muscles and joints. [source](#)
8. Stretch regularly to improve your flexibility and prevent injury. [source](#)
9. Take a fitness class, such as aerobics, Zumba, or kickboxing, to keep your workouts fun and challenging. [source](#)
10. Use resistance bands or weights to add resistance to your workouts and improve your strength. [source](#)
11. Get outside and enjoy nature, whether it's hiking, biking, or gardening. This is a great way to stay active and appreciate the beauty of the outdoors. [source](#)
12. Take a dance class, such as ballroom or salsa, to improve your coordination, balance, and agility. [source](#)
13. Use a stability ball instead of a chair at your desk to improve your posture and engage your core muscles. [source](#)
14. Practice deep breathing exercises to reduce stress and increase relaxation. [source](#)
15. Take a walk outside during your lunch break to get some fresh air and improve your mood. [source](#)
16. Use a foam roller to massage and stretch your muscles before and after exercise to prevent injury and soreness. [source](#)
17. Try aquatic exercise, such as swimming or water aerobics, to reduce joint impact and improve your cardiovascular health. [source](#)
18. Join a sports league, such as soccer or basketball, to improve your coordination, teamwork, and competitiveness. [source](#)
19. Practice balance exercises, such as standing on one foot or doing yoga poses, to improve your stability and reduce your risk of falls. [source](#)
20. Use a pedometer or fitness tracker to monitor your daily steps and motivate yourself to move more throughout the day. [source](#)

# WHAT COULD YOU DO INSTEAD?

## DIET

Diet plays a crucial role in our health and wellbeing, with our food choices directly impacting our brain and cognitive function. From a neuroscience perspective, the nutrients we consume are essential for maintaining healthy brain cells and neural connections, supporting memory, attention, and mood. A healthy diet that is rich in vitamins, minerals, antioxidants, and omega-3 fatty acids has been linked to a reduced risk of cognitive decline and age-related diseases, such as Alzheimer's and Parkinson's. On the other hand, an unhealthy diet that is high in sugar, saturated fats, and processed foods has been associated with impaired cognitive function, depression, and anxiety. Prioritising a healthy diet is crucial for promoting optimal brain health and cognitive function.

1. Eat a variety of fruits and vegetables every day. Aim for at least 5 servings per day. [source](#)
2. Choose whole grain foods over refined grains. Whole grains are high in fibre, vitamins, and minerals. [source](#)
3. Limit your intake of processed foods. Processed foods are often high in sugar, salt, and unhealthy fats. [source](#)
4. Choose lean sources of protein, such as chicken, fish, beans, and legumes. [source](#)
5. Incorporate healthy fats into your diet, such as olive oil, avocado, nuts, and seeds. [source](#)
6. Include sources of omega-3 fatty acids in your diet, such as fatty fish and flaxseed. [source](#)
7. Use herbs and spices to add flavour to your meals instead of salt. [source](#)
8. Choose whole, fresh foods over processed foods whenever possible. [source](#)
9. Plan your meals in advance to ensure that you have healthy options available. [source](#)
10. Eat slowly and mindfully, paying attention to your hunger and fullness cues. [source](#)
11. Try to eat meals at regular intervals throughout the day to maintain stable blood sugar levels. [source](#)
12. Limit your intake of high-calorie, low-nutrient foods, such as candy and potato chips. [source](#)
13. Consider using a food scale or measuring cups to help with portion control. [source](#)
14. Snack on healthy options, such as fresh fruit, vegetables with hummus, or nuts. [source](#)
15. Limit your intake of high-sugar foods, such as desserts and sweetened cereals. [source](#)
16. Read food labels to make informed choices about the foods you eat. [source](#)
17. Cook meals at home whenever possible, so you can control the ingredients and portion sizes. [source](#)
18. Choose non-starchy vegetables, such as broccoli and spinach, to help fill you up without adding too many calories. [source](#)
19. Limit your intake of alcohol, as it can add empty calories and affect your overall health. [source](#)
20. Include sources of probiotics in your diet, such as yogurt and kefir, to support gut health. [source](#)
21. Consult with a registered dietitian or nutritionist to develop a personalised and sustainable nutrition plan. [source](#)

# WHAT COULD YOU DO INSTEAD?

## PEOPLE

Staying connected to people is critical for maintaining optimal brain and cognitive function. From a neuroscience perspective, social interaction and connection are essential for promoting neuroplasticity, reducing cognitive decline, and improving mental health. The brain is highly responsive to social cues, and social interaction has been shown to stimulate the growth of new neurons and neural connections. Conversely, social isolation and loneliness have been linked to increased risk of cognitive decline, depression, and anxiety. Prioritising social interaction and staying connected to people is crucial for maintaining overall health and optimal brain functioning.

1. **Join a local group that shares your interests to meet new people and bond over shared passions.** [source](#)
2. **Volunteer for a cause you care about, it feels good to give back.** [source](#)
3. **Attend local events, such as festivals, concerts, and fairs.** [source](#)
4. **Take a class or workshop in something that interests you** [source](#)
5. **Reach out to old friends that you've lost touch with. You might be surprised at how quickly you can rekindle your relationship.** [source](#)
6. **Host a themed dinner party or potluck with friends or neighbours. This is a fun way to socialise and bond over good food.** [source](#)
7. **Use social media to stay in touch with friends and family who live far away. While it's no substitute for in-person interactions, it can help you maintain connections with those who are important to you.** [source](#)
8. **Attend a networking or professional organisation event to meet new people in your field. Expand your professional network and potentially advance your career.** [source](#)
9. **Join a sports league or fitness group to meet people who enjoy the same physical activities as you.** [source](#)
10. **Take a class or course, such as cooking or language lessons, to meet new people and learn new skills.** [source](#)
11. **Participate in online forums or related to your interests. This can help you connect with like-minded people and engage in stimulating conversations.** [source](#)
12. **Host a game night or movie night with friends or family. This is a fun and low-pressure way to socialise and spend time together.** [source](#)
13. **Attend a book club or literary event to connect with other book lovers. This is a great way to discuss your favourite books and authors while meeting new people.** [source](#)
14. **Participate in a hobby group or club, such as a photography club or knitting group. This is a great way to meet people who share your interests and bond over a common hobby.** [source](#)
15. **Attend a community event, such as a farmers market or street fair. This is a fun way to meet new people and support your local community.** [source](#)
16. **Attend a meetup event for people who share a specific interest or hobby. This is a great way to meet new people in a structured environment.** [source](#)
17. **Take up a new hobby or activity that you've always wanted to try. This can help you meet new people and learn new skills at the same time.** [source](#)
18. **Host a barbecue or picnic with friends or family. This is a fun way to socialise and enjoy the outdoors.** [source](#)
19. **Attend a cultural event or festival to learn about different cultures and meet people from diverse backgrounds.** [source](#)
20. **Take part in a community service project, such as a park clean-up or community garden, to meet others who share your passion for making a difference.** [source](#)

# WHAT COULD YOU DO INSTEAD?

## SLEEP

Sleep is a vital aspect of our health, affecting both our mental and physical wellbeing. From a neuroscience perspective, sleep is critical for a brain functions such as memory, learning, and cognitive performance. During sleep, the brain consolidates and organises newly acquired information, leading to improved learning and retention. Furthermore, sleep is essential for the restoration and repair of neurons and other brain cells, promoting optimal brain health and functioning. Lack of sleep has been linked to a range of negative health outcomes, including increased risk of obesity, diabetes, cardiovascular disease, and mood disorders.

1. **Stick to a consistent sleep schedule, going to bed and waking up at the same time each day. This helps regulate your body's internal clock and improve the quality of your sleep. [source](#)**
2. **Create a relaxing bedtime routine to signal to your body that it's time to sleep. This might include reading, taking a warm bath, or listening to calming music. [source](#)**
3. **Avoid caffeine and alcohol close to bedtime, as they can interfere with your ability to fall asleep and stay asleep. [source](#)**
4. **Exercise regularly, but avoid strenuous activity close to bedtime, as it can increase alertness and make it harder to fall asleep. [source](#)**
5. **Create a comfortable sleep environment, with a supportive mattress, comfortable pillows, and cool, dark, and quiet surroundings. [source](#)**
6. **Avoid using screens an hour before bedtime. [source](#)**
7. **Practice relaxation techniques to promote a wind-down before bedtime. [source](#)**
8. **Avoid large meals close to bedtime [source](#)**
9. **Use blackout curtains or an eye mask to block out light and promote darkness, which helps regulate your body's natural sleep-wake cycle. [source](#)**
10. **Keep your bedroom cool, between 15-19C or 60-67F, to promote sleep. [source](#)**
11. **Avoid napping more than 20 minutes during the day, it can interfere with your ability to fall asleep at night. [source](#)**
12. **Avoid watching TV or using electronic devices in bed, as it can interfere with your ability to fall asleep and negatively affect sleep quality. [source](#)**
13. **Use white noise to mask external sounds and promote a better sleep environment. [source](#)**
14. **Avoid consuming large amounts of fluids close to bedtime, as it can cause frequent awakenings to use the bathroom. [source](#)**
15. **Practice good sleep hygiene by keeping your bedroom clutter-free and reserved for sleep and intimate relations only. [source](#)**
16. **Consult a healthcare provider if you have persistent sleep problems, such as snoring or insomnia, as they can offer tailored treatment options. [source](#)**
17. **Avoid using sleep aids, unless under the guidance of a healthcare professional, as they can have negative side effects and interfere with natural sleep patterns. [source](#)**
18. **Try aromatherapy with scents such as lavender or chamomile, as they are known to have relaxing effects and promote sleep. [source](#)**
19. **Keep a sleep diary to track your sleep patterns and identify potential areas for improvement in your sleep hygiene routine. [source](#)**
20. **Practice good offloading techniques, such as journaling, talking to a therapist, or engaging in hobbies that help you relax, as stress can negatively impact sleep quality. [source](#)**

# MY 30 DAY ACTION PLAN

**KNOWLEDGE IS POWER...ONLY IF YOU APPLY IT OR TAKE ACTION.**

**THIS IS ABOUT LIFESTYLE BALANCE;**

**HOW DID YOU DO? WHAT ARE YOU DOING WELL? WHAT COULD NEED IMPROVEMENT?  
BUILD YOUR PERSONAL RESILIENCE.**

Finding meaningful ways to engage your brain and occupy your time can help alleviate the distress and irritability that poor wellbeing brings.

The coping mechanisms that will work best for you will have a lot to do with your personal situation

**FOR EXAMPLE:**

**“IF I AM NOT FEELING OKAY, I WILL REACH OUT TO SOMEONE IN MY SUPPORT NETWORK”.**

**“I WILL GET OUT EVERYDAY IN THE FRESH AIR, WHATEVER THE WEATHER”**

**“I WILL GO TO BED 30 MINUTES EARLIER**

**ACTION POINT 1: (WATER): I WILL...**

---

**ACTION POINT 2 : (OUTDOORS & EXERCISE) I WILL...**

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**ACTION POINT 3 : (DIET) I WILL...**

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**ACTION POINT 4: (PEOPLE): I WILL...**

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**ACTION POINT 5: (SLEEP) I WILL...**

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# BREATHING EXERCISES

(Please do not use this if you are pregnant, have high blood pressure, heart disease or musculo-skeletal issues)

## Benefits

- Balances the nervous system
- Tones the heart
- O2 and CO2 exchange increases

## RELAXATION TECHNIQUE—4/8/10 BREATHING

### INSTRUCTIONS

- Scan the room—colour, sound, energy, how do you feel?
- Imagine a triangle from the corners of your hips to your belly button, inside the triangle is a ball or balloon. Every time you take a breath, imagine that ball/balloon filling up with air.
- Exhale to empty your lungs, then counting to 4, inhale to the belly, filling up the ball/balloon. Once you reach 4, hold this breath for 8 seconds and then slowly exhale to the count of 10. Repeat 2/3 times
- Before doing anything else, scan the room again, how do you feel now?

## 1-MINUTE FOCUS PRACTICE

### INSTRUCTIONS

This breathing exercise is an easy mindfulness technique that allows us to practice being purposeful, in the present moment, and non-judgmental:

- Close your eyes and breathe normally
- Watch your breath, focusing your awareness
- Notice the sensation of your breath around the nostrils
- Where is your breath coming in to? Is your breath fast or is it slow?
- Do not force the breath, just observe it for a few minutes

## SUPPORT RESOURCES

### MENTAL WELLNESS/HEALTH PAGE

- Please visit your intranet for more information on burnout prevention and stress management: <https://portal.simon-kucher.com/sites/hr/Pages/BurnoutPreventionStressManagement.aspx>
- Here you will also find information on:
  - Training and learning resources
  - Local support by country
  - Internal support by country
  - General health resources
  - Ombudspeople

### HEADSPACE

- Simon-Kucher & Partners have recently introduced Headspace for employee use. Please visit <https://work.headspace.com/simon-kucher-and-partners/member-enroll>

### WORLD HEALTH ORGANIZATION (WHO)

- WHO work to improve the mental health of individuals and society at large
- Find further information here regarding mental wellbeing and mental disorders
- [https://www.who.int/mental\\_health/en/](https://www.who.int/mental_health/en/)

Take personal  
responsibility to get the  
individual support you  
need

## ABOUT INTERNATIONAL WELLBEING INSIGHTS

Stress is a much used (and abused) term these days. You frequently hear people say “I’m stressed” or “I’m depressed”, yet there is still much confusion about what these terms actually mean and how best to tackle them. This is where we can help. We are the UK’s leading authority on stress management issues, which is why you will regularly hear us talking about this topic in the media.

International Wellbeing Insights is an organisation dedicated to leading effective universal change by maximising your resilience, happiness, productivity and success with our passionate approach to reducing stress and promoting wellbeing. Our extensive knowledge of stress and wellbeing and our cutting edge interventions have made us the primary organisation dealing with work-related stress reduction and wellbeing promotion in the UK since 2003.

For years, we’ve been empowering individuals to take charge of their wellbeing through our workshops, guides and regular updates. We also act as a trusted advisor for many companies such as SMBC, Garrett, Dragados, DHL, and the NHS—guiding them through the wellbeing solution maze.

For more information or to book a workshop or a coaching session see [www.wellbeing.work](http://www.wellbeing.work) or call 0203 142 8650 or email [info@stress.org.uk](mailto:info@stress.org.uk)

If you want to promote wellbeing in your company using branded stress management products, go to [www.stress.org.uk](http://www.stress.org.uk).



# NOTES

A large rectangular area defined by a dashed purple border, intended for taking notes.



We provide a range of services across the UK and internationally. We are always happy to discuss how we can support you.

*We look forward to supporting your wellbeing journey.*

**Find Us Here:**

The Lighthouse  
Suite S, Quay West  
Salamander Quay  
Harefield, Middlesex

**Call Us On:**

Switchboard: +44 (0) 203 142 8650

**Email Us On:**

[info@stress.org.uk](mailto:info@stress.org.uk)

**Visit Us On:**

[www.stress.org.uk](http://www.stress.org.uk)  
[www.wellbeing.work](http://www.wellbeing.work)

**We have supported many organisations, including:**

