occupop

Beginner's Guide:

Help your Employees
Avoid Burnout

Introduction

HELP YOUR EMPLOYEES AVOID BURNOUT

With global talent shortages, always-on technology and a high demand for new skills, burnout is increasingly impacting workplaces. According to a survey conducted by **Kronos Incorporated**, **95% of HR leaders said that employee burnout is sabotaging their retention rates**. In fact, the survey found that **20% to 50% of employee turnover is due to burnout**.

Fortunately, according to research by **Gallup**, **burnout can be remedied and even reversed**. The following easy to action steps will help you to understand and manage employee burnout in your organisation.

1. Identify why burnout happens

2. Educate your employees

3. Enforce healthy standards

4. Focus on communication

Identify Why Burnout Happens

As **Ben Wigert**, the lead researcher for Gallup's workplace management practice, says, "Take concerns about management, add in that work demands are increasing and happening faster than ever, and top it off with mobile technology that connects employees to their work at home and on vacation. For us, these factors spell out a recipe for a workplace burnout."

According to the **Journal of Applied Biobehavioral Research**, **burnout happens when employees**:

- ✓ Expect too much of themselves
- ✓ Feel unappreciated for their efforts
- ✓ Are being managed by poor leaders.
- ✓ Are trying to achieve unreasonable demands
- ✓ Are in roles that are not a good fit for their skills

However, burnout does not happen abruptly. It takes time to build up, and it happens when either internal or external stressors take over an employee's daily lives. **There are two types of workplace situations that most commonly cause burnout**. These are:

1. **Employees being overworked and under-appreciated**. This generally occurs when there are unreasonable workloads and expectations placed on employees or a management issue exists.

2. **Employees being unengaged or under-stimulated**. This usually happens when an employee's values do not align with the company's or are unclear about their job expectations.

Educate Your Employees

Once you identify *why* burnout happens, you can take measures to prevent it.

Burnout should be discussed regularly. Awareness about burnout should also be modeled by leaders and incorporated into your company's cultural practices. This is because **employees are more motivated to seek help, and leaders are willing to provide it, when they know its effects**.

High levels of burnout can result in poor physical health, reduced job satisfaction, decreased productivity, increased absenteeism and higher rates of turnover. According to **Gallup**, **employees who burn out are 63% more likely to take a sick day and 2.6 times more likely to leave their current employer**.

Ensure leaders and employees are aware and conscious of the following signs of burnout:

- ✓ Unexplained absences from work
- ✓ Showing up late and leaving early
- ✓ An obvious decrease in productivity
- ✓ A lack of enthusiasm or apparent frustration
- ✓ Isolation from other team members

Create a guideline document that can be followed by employees and leaders if these indicators occur. These will help companies quickly address and overcome burnout issues, preventing further potential consequences.

Enforce Healthy Standards

A healthy employee is a happy one. Enforce these four standards to keep your employees physically and mentally healthy and to prevent workplace burnout.

1. Ensure that employees have reasonable work hours and work loads. With an industry-wide talent crunch, it can be tempting to increase the workload of your current employees in order to keep up with company growth. However, this could result in employees feeling overwhelmed and under-appreciated. Additionally, work weeks that sneak into the 50 to 60 hour range can leave employees tired and unproductive, taking away from their healthy work-life balance.

2. Build a positive and fun work environment. If your employees look forward to coming into work every day, they will feel more engaged and motivated. You achieve this by implementing workplace stress relievers such as:

- Team games, events and activities.
- Flexible work hours
- Casual dress codes
- Telecommuting or work-from-home days

3. Create a holistic well-being strategy. What is a stressor for one employee might be entirely different for another. Ensure you are communicating and collaborating with your employees and creating a well-being strategy around what they need individually. Implement workplace wellness programmes so that employees are taking time for themselves during the working day.

4. Encourage socialisation among team members. Co-worker relationships are essential for reducing and preventing burnout because they act as a line of emotional support for employees who may be stressed or struggling. Set team goals, implement team building activities or provide collaboration spaces to help employees connect and bond.

Focus on Communication

According to **Ben Wigert**, "The most proactive thing a manager can do to prevent burnout is establish a regular cadence of discussing work, career and life with employees." This open dialogue makes it easier for leaders to reach out when they see an employee struggling.

Create a workplace environment where your employees feel free to voice their concerns and thoughts. They should have the ability to talk to managers if they feel overworked, under-stimulated or on the verge of burning out. In fact, **employees who have leaders who are willing to listen to their work-related problems are 62% less likely to burnout**, according to research by **Gallup**.

Implement frequent informal meetings and gain regular feedback in order to open that line of communication. During these meetings, you should also **clearly communicate your expectations with the employee.** This will keep them on track and reduce any stress or anxiety about their workload. Do this by:

- Setting job goals and clear KPIs that can be easily tracked.

- Ensuring that they have the resources necessary to meet their expectations.

- Providing ongoing training and development.

- Discussing employee growth opportunities and longer term career objectives, setting plans to achieve this.

- Implementing short pulse surveys like **Peakon** to obtain regular ongoing feedback.

About Us

Burnout can be detrimental for employee retention, morale and engagement. Let **Occupop** take care of the administrative tasks of recruiting so that you can spend more time understanding and preventing burnout in your workplace.

Occupop is a recruitment software built with your hiring needs in mind. With the help of AI technology, Occupop increases job exposure and removes recruitment admin, resulting in a reduced time-to-hire, improved hiring team collaboration and an enhanced candidate experience.

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