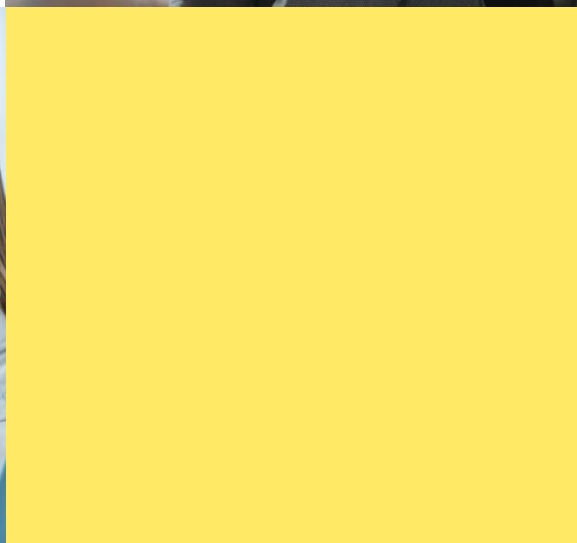


STRESS, FATIGUE, AND BURNOUT

A Review of Challenges and a Blueprint to Mitigate
Stress

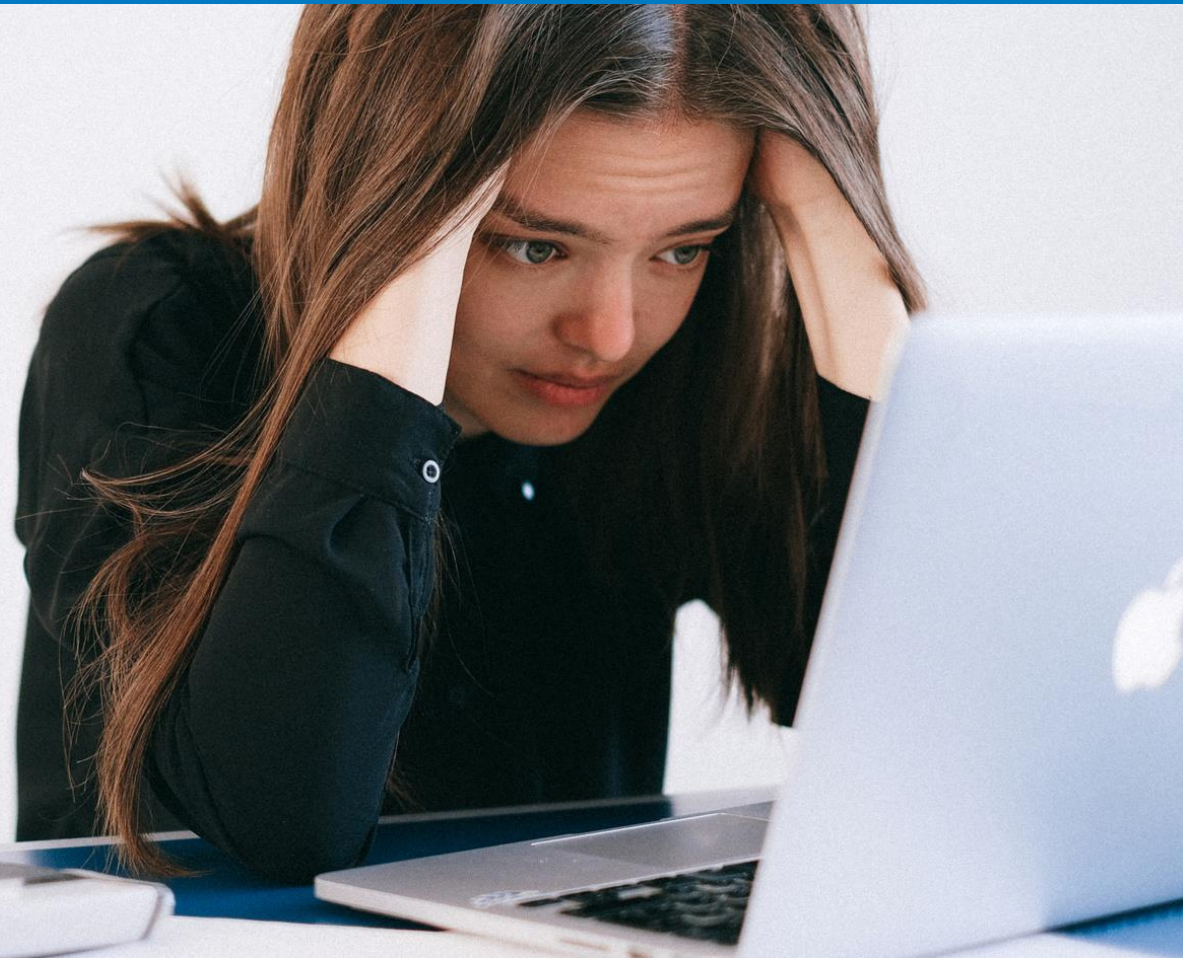


PIOs face stress, and it's only getting worse

If unchecked, it leads to burnout



FACTORS INFLUENCING STRESS... TECHNOLOGY



Device proliferation

- Up 16% in 2023 - 16.7 internet-connected devices
- 2 devices for every person in the world...

Speed of adoption

- Internet only rivaled by TV
- Social media - 5% in 2005, 79% in 2019!

Attention span

- People check their phones 58 times per day
- Switch from one screen to another every 20 seconds

FACTORS INFLUENCING STRESS... INFORMATION

Clutter

Too much information prevents valuable information from breaking through

Sharing

The average consumer is more likely to share false information if inundated with information

technology

Allows information (real or not) to spread more quickly than ever before

Correlation

Fake news exacerbates polarization

FACTORS INFLUENCING STRESS...

TRUST (OR LACK THEREOF)

Declining Trust in Government

1958 - 73%

2021 - 24%

Bias

“National institutions that were once at least somewhat removed from the vagaries of rank partisanship... have now been thrust deep into the nation’s culture wars. Public opinion polling shows a decline in broad support and trust in all three. “

FACTORS INFLUENCING STRESS...

COVID-19

Rapid change

83% changed the way they engaged

perceived severity

Severity of the pandemic was positively correlated with depression, anxiety, stress, and cyberchondria

Real impact

Government workers

33% experienced burnout

21% experienced compassion fatigue

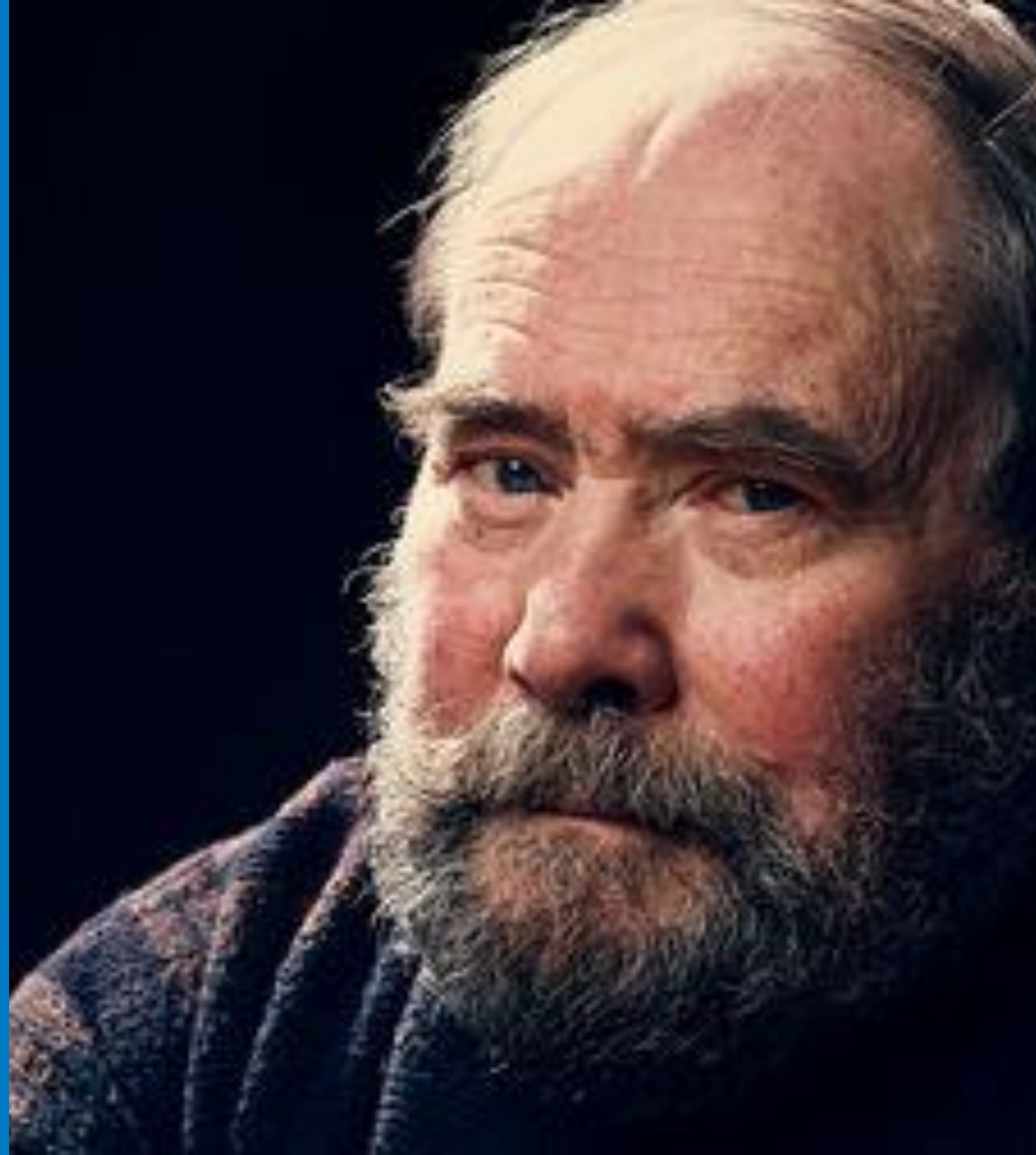


SO WHAT DO WE DO?

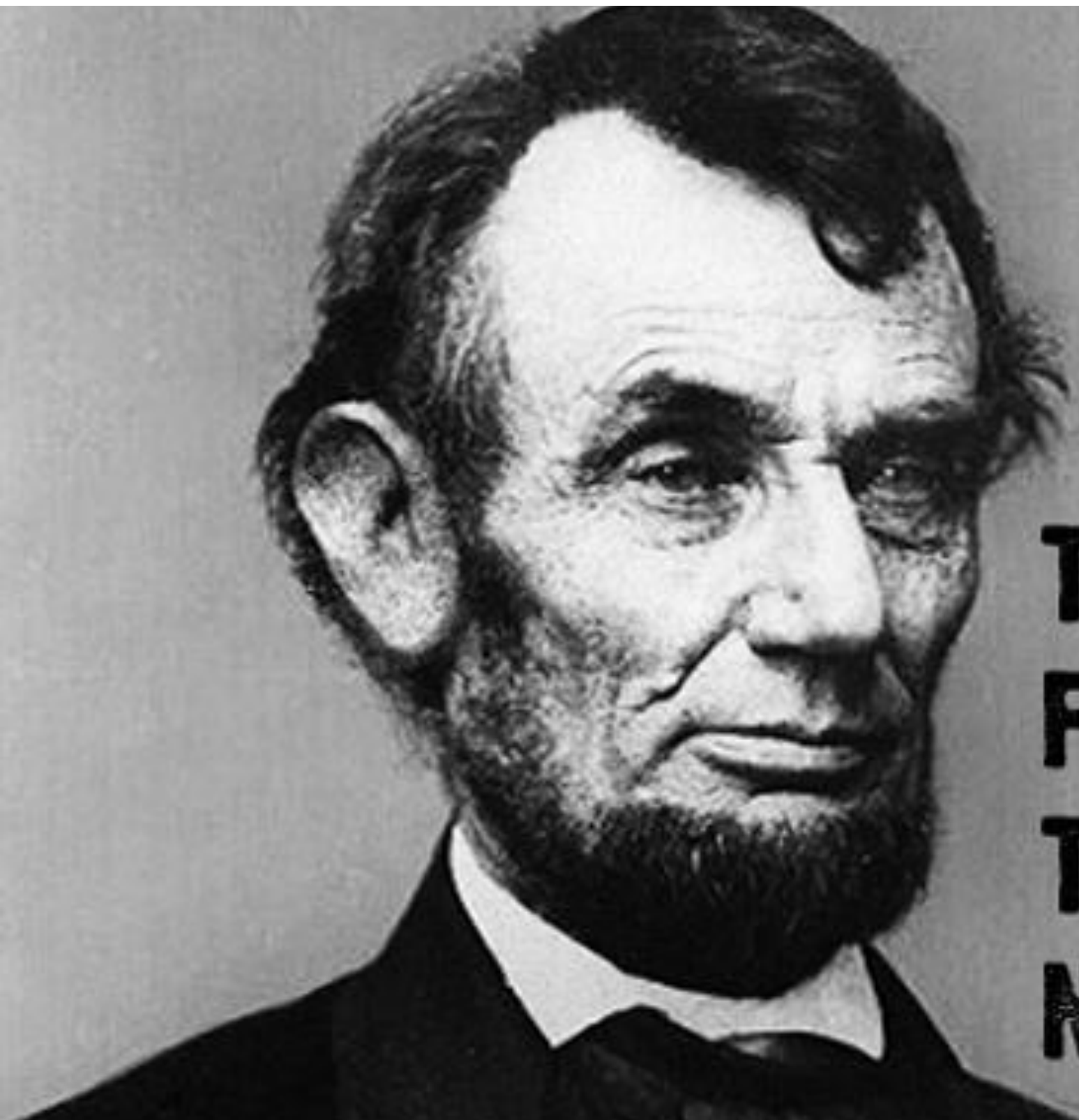
ACCEPT IMPERFECTION

“I think one of the things about creativity is not to be afraid of saying the wrong thing.”

- Sydney Brenner



VERIFY, VERIFY, VERIFY



**THE PROBLEM WITH QUOTES
FOUND ON THE INTERNET IS
THAT THEY ARE OFTEN
NOT TRUE.**

-ABRAHAM LINCOLN

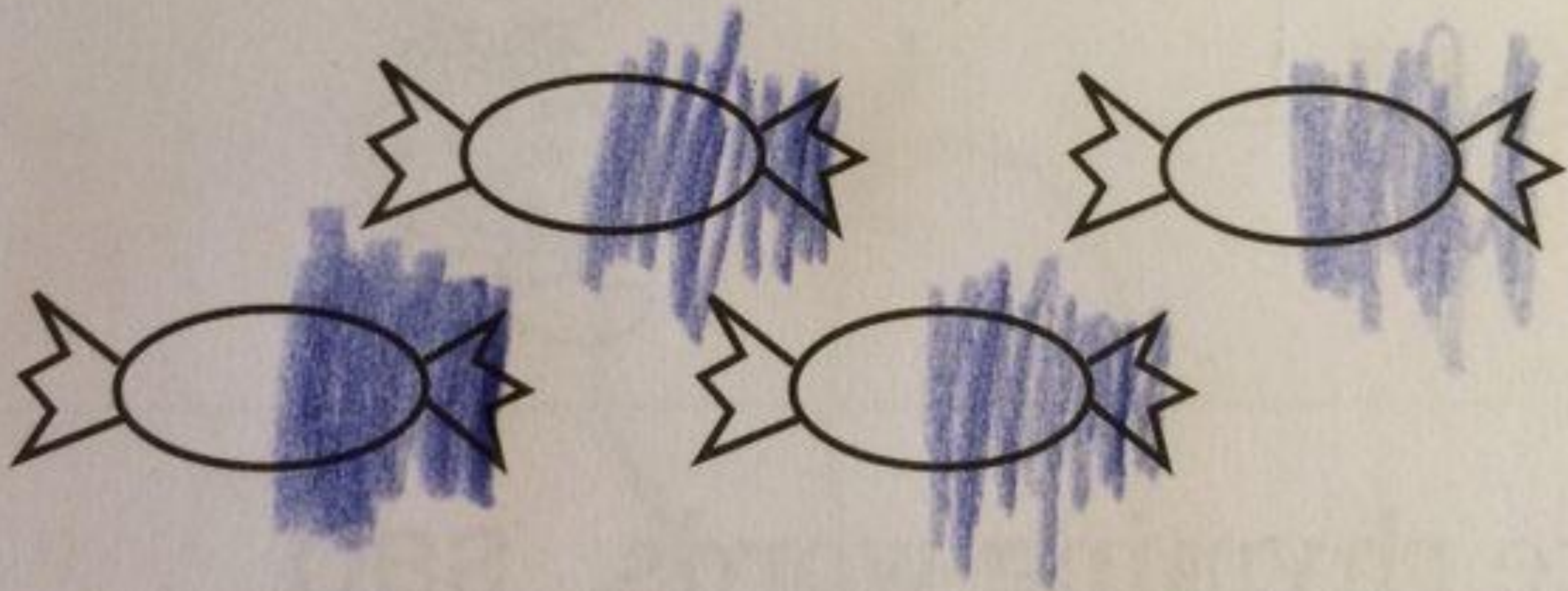
Identify
the
Source
of
Truth



BE INTENTIONAL

5

Colour half the sweets.



BE SPECIFIC





**PROTECT
THE BRAND**

PROTECT YOURSELF





MOST IMPORTANT...
BE HUMAN

QUESTIONS?



**THANK
YOU!**

Joshua Lee

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