

For professionals from different areas, especially entrepreneurs, being a workaholic is a vital condition. There are people who breathe work 24/7 and are extremely happy like that. However, merging all aspects of life – personal, social and work – can be highly harmful. There is even a risk of loss of identity which, for some people, can cause an existential crisis and consequent low self-esteem.

From there, instead of the work being beneficial and edifying, as it is expected to be, it ends up causing a strong feeling of dissatisfaction. No wonder that, of the more than 100 million Brazilian workers, around 32% are affected by Burnout Syndrome, as pointed out by the International Stress Management Association.

### Even more frightening

70% of the economically active population is already showing the first signs of the disease. It is possible to say that separating each area of life tends to be healthier, as long as one seeks to balance the functions of each one. However, to avoid professional burnout, it is not necessarily necessary to work less or stop working. The need is for the work to be carried out with quality and respect for its own limits.

For this, it is important to channel the energy used in work functions to different points, thus forming a barrier against stress inside and outside the workplace. burnout The Importance of a Personal Agenda Entrepreneurs are part of the group most affected by chronic stress, resulting in Burnout. Even the brightest, smartest, most dedicated and engaged founders are just human beings.

It is humanly impossible to give 120-130% of oneself over a strenuous period of time. The Belgian philosopher Pascal Chabot came to define Burnout as the “disease of civilization”. As an entrepreneur, I often exceeded the limit of hours worked. In Vittude's early years, I worked 24/7, without weekends and holidays.



On several occasions I left friends, family, leisure time and even romantic relationships aside. We don't always realize that we're overreacting or pushing the envelope. When I was in the corporate world, I got tired of watching colleagues going much further than expected in pursuit of promotions, expatriations and aggressive bonuses. However, at the end of the day, who pays this bill is our body, our physical and mental health.

One of the things I learned on this journey was the importance and attention we must give to a personal agenda. It's a fact that in the role of entrepreneur and CEO I won't be able to avoid stress, pressure, complex decisions and the short deadline for solving problems. However, it is also true that I am responsible for self-care.

I am solely responsible for organizing my 24 hours a day to ensure that the most important tasks are prioritized. In this sense, I keep in mind that some activities are essential for my emotional balance and health. Among them I list a few: 1.

### Practice regular physical activity

If in the first few years I gave up everything to dedicate myself to building the company, in the last few months I noticed that living without running, my favorite sport, came at a high price. Not having sport in

my routine compromised my feeling of happiness. In order to be able to fit physical activity back into my daily life, I chose to readjust my schedule.

I started training in the morning. I currently created a routine where I sleep early and wake up at 5:30 am every day. I usually go to Ibirapuera Park at least three times a week and on the other days follow a gentle morning routine, where I get up calmly, take a long shower, take my dog for a walk and prepare my breakfast with healthy foods.

Maintain a sleep hygiene I can't fail to mention the case of famous businesswoman Arianna Huffington, founder of the news site The Huffington Post. In 2007, Arianna had a faint at home, which caused her jaw to break. After being submitted to a battery of clinical exams, she discovered that she was facing a condition of Burnout, after a long period of sleep deprivation.



Of my 24 hours a day, at least 7 are devoted to sleep, yes or yes. That's a rule of thumb among my habits. I don't play with the hours of sleep, or the result will be much worse for my health and also for the company. When I talk about sleep hygiene, I mean a number of little practices that allow sleep to be restorative and efficient for the body to recover.

Among them I quote a few: avoid caffeine consumption after a certain time of day; control the consumption of alcoholic beverages; avoid foods that are too heavy, high in fat, or heavily processed after 8 pm (they can cause poor digestion and compromise sleep); have a regular, relaxing bedtime routine (I tend to take a book to bed);

**Avoid exposure to bright lights from electronic devices half an hour before bedtime.**

Meditation is an activity that helps reduce the stress hormone in our body. This is one of the most recent practices in my daily life, it came after meeting some Vittude psychologists who work with the practice. Meditating helps not only to avoid Burnout, but also to increase focus and attention in the present moment, helping to reduce anxiety.

It is an activity that consumes very little time, but which brings huge benefits. I usually use the Simple Habit app, which is a guided meditation, and I recently received an indication from the Insight Timer. Don't cancel appointments with friends and family. Understand that having moments of leisure and social interaction is important to maintain mental health.

We are social beings, we need to enjoy the company of loved ones to keep life balanced. When we are troubled, it is common to cancel that bar with friends, the family birthday or even leave the date for another time. However, whenever we leave these activities aside, we compromise our ability to be in contact with the new and be more creative as well. Also, when time passes, that regret can come and self-restraint can be another offender for daily stress.