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| ABOUTLISA NIRELLLisa Nirell helps mindful leaders navigate high-stakes transitions and cultivate healthy careers.Innovative digital and marketing leaders AARP, Adobe, and CoStar hire Lisa to generate breakthrough growth ideas and high performing teams. Her books include [*The Mindful Marketer*](https://www.amazon.com/stores/Lisa-Nirell/author/B001R1XS50?ref=ap_rdr&store_ref=ap_rdr&isDramIntegrated=true&shoppingPortalEnabled=true) and EnergizeGrowth® NOW.She is also a contributor for Harvard Business Review, Fast Company, and others. Lisa launched the Marketing Growth Leaders™ private peer community in 2011 to help CMOs and growth officers generate fresh growth ideas and get promoted faster.Lisa was selected to the [Marshall Goldsmith 100 Coaches](https://agency.100coaches.com/) global community, and was selected to The Top 200 Leaders for 2022 by Leadershum. She’s also a top-rated LinkedIn Livestream host. The Mindful Marketer was recently voted a “Top 10 podcast for CMOs.” When she’s not advising clients, writing, or producing streaming content, you’ll find her on the hiking trail, meditating, or planning an open water swim adventure.Download Lisa’s latest insights and invites at [themindfulmarketer.com](http://lisanirell.com/bonus/). |





LEADERCAMP

## BURNOUT TO BALANCE

## 3 PRIORITY PRINCIPLES FOR EXECUTIVE SUCCESS

WITH

LISA NIRELL

JANUARY 15, 2025

Executives today face a common mandate: **“Grow revenues while reducing costs.”**

This way of operating can lead to unnecessary conflict, burnout, and loss of your top performers—costing millions.

**Sound familiar? You're not alone.**

In Lisa Nirell’s *Burnout to Balance* Leadercamp, she will share proven methods to break this cycle drawing from her work with 170+ C-level leaders over 26 years.

Start your year with renewed focus and clarity. Join us for this lively session.

PARTICIPANTS WILL LEARN TO:

* Distinguish important priorities from distractions.
* Map strategic activities to high-value priorities in real time.
* Use AI to streamline planning and brainstorming.
* Balance stakeholder needs and goals effectively.

#### PREPARING FOR THE LEADERCAMP

The Leadercamp Guide can be used as a tool for facilitators and participants to get the most out of a Leadercamp experience. It includes an overview of what will be covered in the Leadercamp, information about Lisa Nirell, and suggestions for different ways you and your team can learn together or individually. Each guide concludes with application and reflection prompts to apply what you’ve learned.

##### About This Guide

This guide will help you prepare for and facilitate the program ***BURNOUT TO BALANCE: 3 PRIORITY PRINCIPLES FOR EXECUTIVE SUCCESS***. The purpose of this guide is to help you generate a dialogue among participants and apply key concepts from the presentation to your own learning objectives. The guide can be leveraged effectively for both large and small groups.

##### The Audience

This program is for executives, managers, supervisors, and line staff. Ideally, the materials should be presented in a group setting, where the responses of others can be discussed and shared.

##### Watch As a Team

Prior to the Leadercamp, Zoom links are set up in Percipio. To host the Leadercamp for your team with Zoom, clink on the Zoom link for the Leadercamp so that it’s ready to start on your screen. Then start a Zoom meeting, share your screen, and when you get asked what you want to share, choose the browser window with the Leadercamp ready to play. Select **Share** and enjoy! Be sure to contribute to the discussion in the chat feature.

##### For Individual Viewers

Watching alone this time? No problem. Click on the Zoom link in Percipio for the Leadercamp and begin watching. Get the most out of the event by participating in the conversation via the chat feature and by taking notes. And don’t forget to ask any questions you may have during the Q&A session.

#### APPLY WHAT YOU’VE LEARNED

Answer these questions to reflect on the Leadercamp and reinforce the ideas, practices, and strategies you’ve learned.

Have you ever faced the common mandate of "Grow revenues while reducing costs?" How did this impact you and your team?

How can operating in this way lead to unnecessary conflict, burnout, and loss of top performers?

What proven methods did Lisa Nirell share to break the cycle of burnout and find balance?

Can you share an example of how you have distinguished important priorities from distractions in your work?

****How can you Map strategic activities to high-value priorities in real time., and how do you plan to implement this in your work?

What AI tools did you learn to streamline planning and brainstorming, and how do you plan to use them?

How can you effectively balance stakeholder needs and goals, and what strategies did you learn to do so?