

# Feeling burned out? Tips to 'recharge'

**B**urnout is typically caused by unmanaged stress over a long period of time.

Operating a business can definitely be stressful with multiple demands on time and resources. Many business owners devote 10-14 hours (or more) per day to operating their business and find they have little time left over for family, fun and rest. Limited cash flow can also be a stressor in small business. Before the burnout leads to business collapse or worse personal illness, take some time to inventory the causes and brainstorm possible solutions.

Since a lack of time is often the beginning of the stress, it may seem impossible to find the time to start this healing process. It's worth the effort to step back and look at how time is spent. Consider the business hours of operation and the staffing to cover those hours.

## KEVIN LEAHY

EXECUTIVE DIRECTOR OF CEDR,  
AND CLATSOP COMMUNITY  
COLLEGE SMALL BUSINESS  
DEVELOPMENT CENTER



Are there enough employees to operate the business for the current scheduled operating hours? If not, is it reasonable to hire additional staff or maybe reduce the hours of operation? Are there certain days or hours the business is open that customers rarely shop? If so, change the schedule to be closed at those times.

Get organized. Find an organizational system that helps prioritize tasks. Are there any tasks on the list that no longer provide value in your business? Eliminate them. Are there tasks that can be done by someone

else? If so, delegate.

Schedule time off for personal relaxation and family. You would never expect an employee to work 80+ hours per week so why expect to do that yourself and maintain a healthy lifestyle? During the off hours, avoid checking email messages or answering texts or messages on your cell phone. Those are tasks to be performed during your regular working hours. Use the time off to reconnect with family and friends, do fun hobbies, exercise or just relax.

Go outdoors! We live in

one of the most beautiful spots in the world, rain or shine!

The time away from business can help improve productivity while on the job.

Many business owners struggle with insufficient cash flow which causes stress. Improving cash flow requires analysis of business financial information. Are sales too low? Are expenses too high? Is too much being spent on inventory or other assets? Are customers paying their bills late? Once you have identified the reasons cash flow is low, look at the possible solutions. You may need to increase prices or cut expenditures. You may need to follow up with customers to collect on unpaid invoices. You may need to increase marketing to reach more customers. You may need to rethink your business model to make your business successful in the future.

It's a good time to look at healthy choices. Burnout can be reversed but it takes making an effort to change; reduce demands on yourself, get help if needed, reconnect with family and friends, have fun and get more sleep.

Contact us at the Clatsop Community College Small Business Development Center to set an appointment with one of our experienced advisors, who have been in your shoes. Always *free* and *confidential*. Email [sbdc@clatsopcc.edu](mailto:sbdc@clatsopcc.edu), call 503-338-2402 or go to our website at [bizcenter.org](http://bizcenter.org) to learn more about how we can help! The Clatsop Community College SBDC is a partnership of the U.S. Small Business Administration, the Oregon SBDC Network, the Oregon Business Development Department and Clatsop Community College.

## CEDR BUSINESS AWARDS EVENT CALL FOR NOMINATIONS!

CEDR will recognize **OUTSTANDING** Clatsop County Businesses with their Annual Awards Reception at Clatsop Community College's Patriot Hall on April 7, 2020.

**Deadline for nomination submission is at  
5:00 pm on Friday, March 20, 2020.**

Nomination forms and details can be picked up at the Astoria-Warrenton, Seaside, or Cannon Beach Chambers, the CEDR/CCC SBDC office in Seaside at the Clatsop Community College South County Center, or by sending an email request to [sbdc@clatsopcc.edu](mailto:sbdc@clatsopcc.edu).

### YOU CAN NOMINATE BUSINESSES THAT HAVE DEMONSTRATED ACHIEVEMENTS IN:

- Customer Service
- Economic Impact
- Entrepreneurship
- Job Creation
- Service (on the part of the business) to the Community
- Technological or Manufacturing Advancement



1455 N. Roosevelt, Seaside, OR  
503-338-2402  
email: [SBDC@clatsopcc.edu](mailto:SBDC@clatsopcc.edu)

## The business Pros to Know!

Your local business lending team!

**Equipment | Working Capital | Credit Lines | Construction**

**503.861.6555**

**Dian Barker-Sayce**  
SVP Commercial  
Banking Team Leader

**Laura Smith**  
VP Commercial  
Loan Officer  
NMLS # 422241

**David Clyde**  
VP Commercial  
Banking Officer

**Pam Rush**  
VP Sr Business  
Banking Officer  
NMLS # 422239



Astoria  
Warrenton  
Seaside

**Bank of the Pacific**  
[www.BankofthePacific.com](http://www.BankofthePacific.com)

All loans subject to credit approval. Certain fees and restrictions may apply.