

UMCVB Fall Conference 2023

September 11-13 in Brookings, SD



**LET'S
GO!**

**2023 UMCVB
CONVENTION**

Rise Up, Be Resilient & Shine

LISA SCHAEFER, MSE

COACH, SPEAKER, TRAINER

(608) 732-1041

THANK YOU!!

You are Professionals at Making Memories!





Destination Marketing
Organizations are Essential

#wherelcomefrom

Goals Today

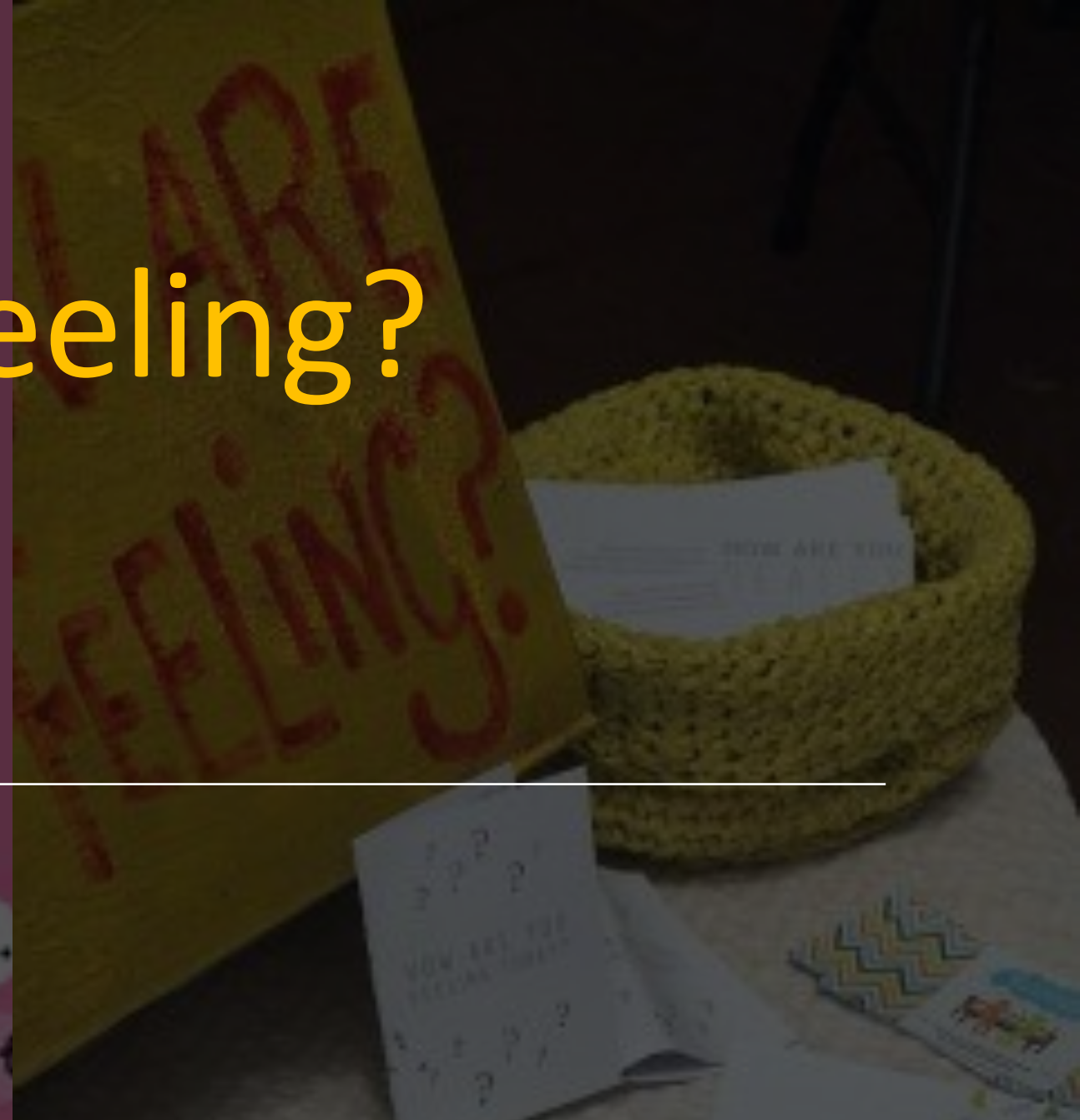
- Identify burnout – Build internal scripts to move through stress
- Ways to meet the demands of guest/customers/colleagues
- Partner Pair Share/Small Team Activities to increase positivity for the industry



Mental Health Check-In

How are you Feeling?

- 🍷 I'm doing really great!
- 🍷 I'm doing pretty good.
- 🍷 I'm doing okay, I guess.
- 🍷 I'm starting to struggle.
- 🍷 I'm having a really hard time.
- 🍷 I need to reach out for support





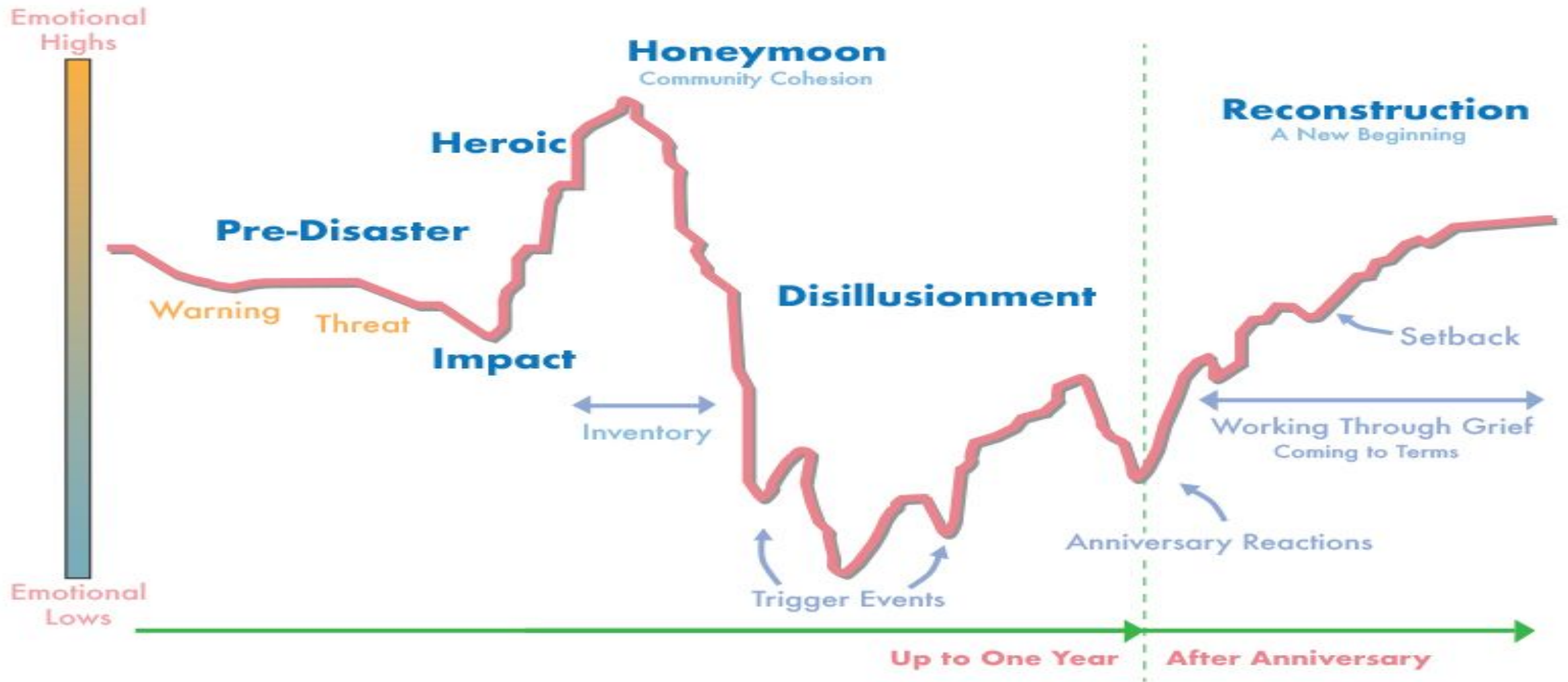
Dreaming of escaping?

There are a multitude of factors that contribute to tour/service industry burnout.

Not only must you deal with complex logistics, your enthusiasm and compassion levels need to stay high too.

It's hard to bring that to the table when you're emotionally drained and feel like you can't function.

We are in Trauma: Need to Find Meaning





COVID Turned many into Backyard Tourists



WHAT IS THE STORY YOU ARE TELLING YOURSELF?

Approx. 60,000 thoughts a day

90% are the same thoughts you had yesterday

80% of thoughts are negative

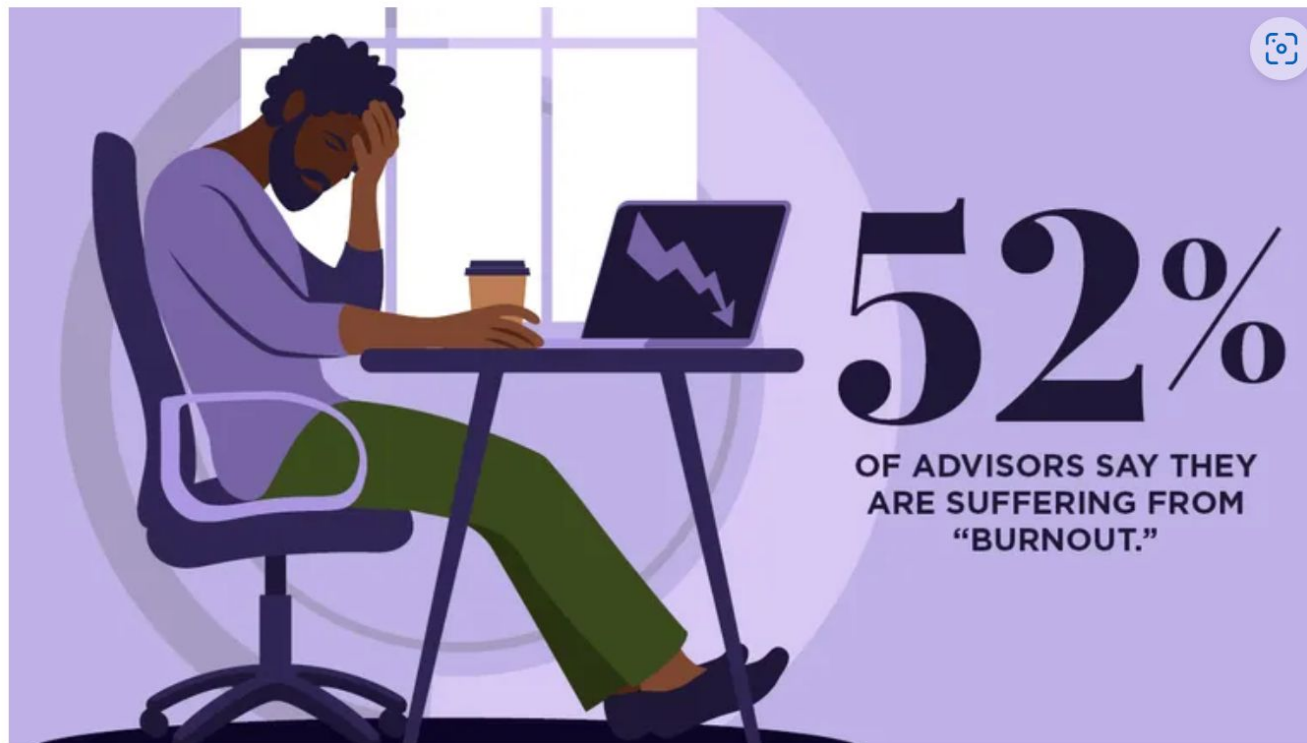
WHAT IS YOUR DEFINITION OF SUCCESS?

<http://loni.usc.edu/>



KENNETH SHAPIRO

Vice President, Publisher/Editor-in-Chief



52% of advisors say they are suffering from "burnout."

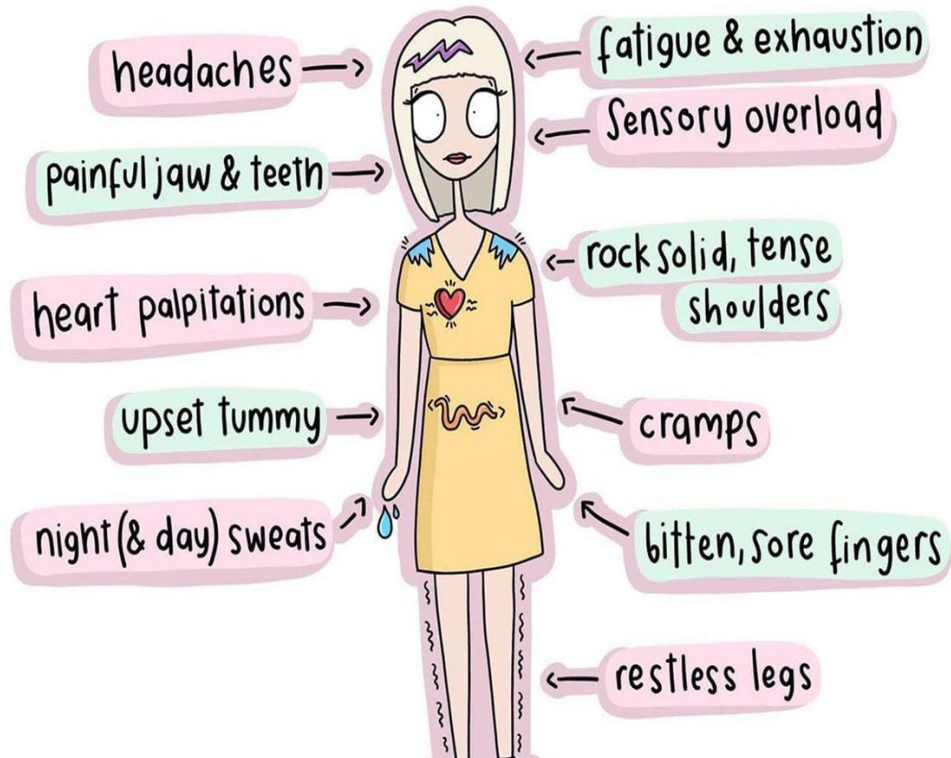
Credit: 2022 TravelAge West



01 - I feel emotionally exhausted because of my work
02 - I feel worn out at the end of a working day
03 - I feel tired as soon as I get up in the morning and see a new working day stretched out in front of me
04 - I can easily understand the actions of my colleagues/supervisors
05 - I get the feeling that I treat some clients/colleagues impersonally, as if they were objects
06 - Working with people the whole day is stressful for me
07 - I deal with other people's problems successfully
08 - I feel burned out because of my work
09 - I feel that I influence other people positively through my work
10 - I have become more callous to people since I have started doing this job
11 - I'm afraid that my work makes me emotionally harder
12 - I feel full of energy
13 - I feel frustrated by my work
14 - I get the feeling that I work too hard
15 - I'm not really interested in what is going on with many of my colleagues
16 - Being in direct contact with people at work is too stressful
17 - I find it easy to build a relaxed atmosphere in my working environment
18 - I feel stimulated when I have been working closely with my colleagues
19 - I have achieved many rewarding objectives in my work
20 - I feel as if I'm at my wits' end

Maslach's Burnout Scale

I wish people knew that my
mental health is so physical too:

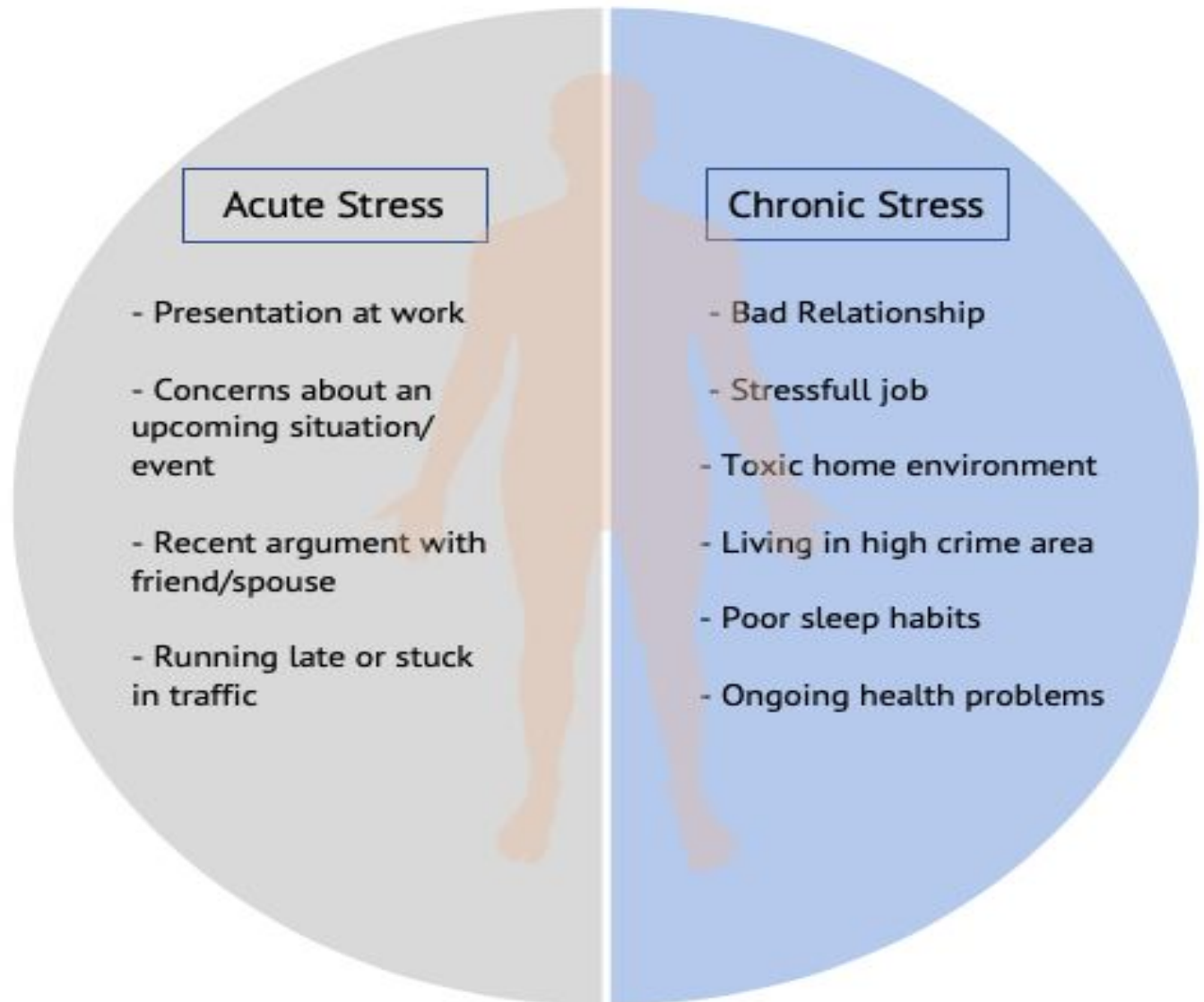


How are you Doing?

“Burnout occurs when an individual experiences too much stress for a prolonged period,” writes researcher Susan Bruce (2009). The employee is left feeling mentally, emotionally, and physically exhausted. Not only that, they are less productive at work, show reduced concern for others, and are more likely to miss work (Bruce, 2009).

Perception of
Situation =
Stress + How
Long you Hold
On To It

Examples of Acute and Chronic Stress



DEPRESSION IN THE WORKPLACE

WHAT TO LOOK FOR

- **Weight** change
- **Withdrawal** from others
- **Changes in self-care** or appearance
- **Personality** changes



*Information provided by the
Mental Health First Aid at Work curriculum

MentalHealthFirstAid.org



**MENTAL
HEALTH
FIRST AID®
AT WORK**



- Unusually **sad mood**
- **Difficulty concentrating**
- **Indecisiveness** or confusion
- **Forgetfulness**
- Increased **self-criticism**

HIGH FUNCTIONING ANXIETY

WHAT YOU SEE

VS. WHAT THEY'RE EXPERIENCING

Detail oriented

Overthinking

Outgoing

People pleasing

Active

Inability to slow down

Super helpful

Trouble saying no

Hardworking

Fear of failure

Performs under
pressure

Procrastination or
overplanning

Loyalty

Poor boundaries

WHAT ARE YOUR LIMITING BELIEFS?





REFRAME – Get Comfortable being Uncomfortable

Recognize FEAR!

Acknowledge It – What are the fears your staff are having?

How can we support each other?

How can I see things differently?

Share information on benefits especially EAP – counseling, financial support, etc.



It's Time To REFRAME & Help Each Other SHINE

SHARE STRENGTHS

HELP WITH YOUR HEART

INNOVATE

NETWORK

EMPOWER



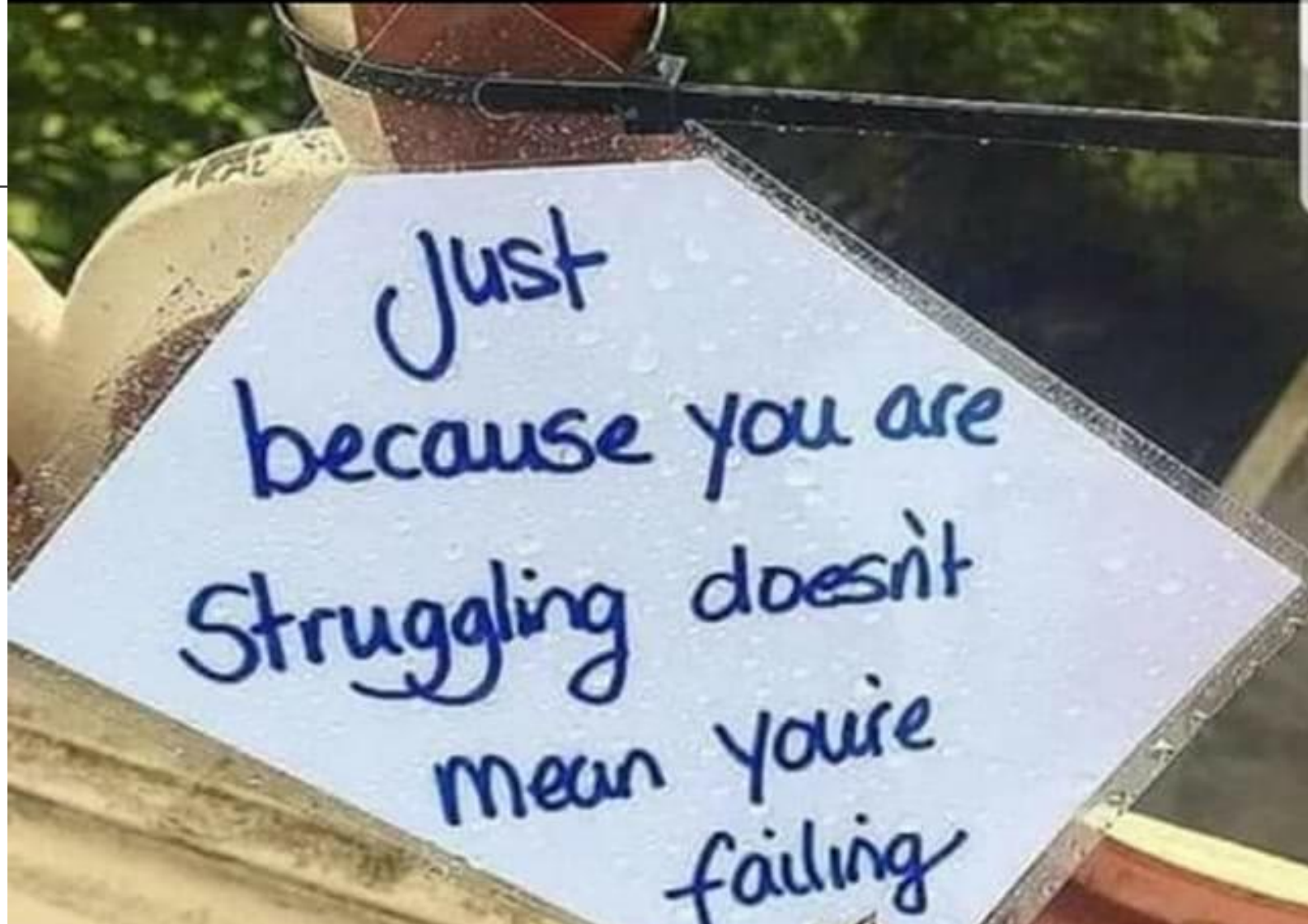
REMEMBER YOUR WHY?

Remember your why: Think back to why you got into this line of work in the first place. Was it for your love of travel, or helping others experience beautiful places? Taking a step back to put things in perspective may just be what you need.

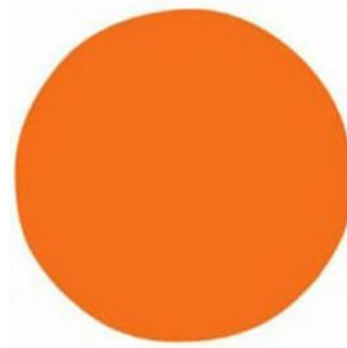
Growth Mindset “yet”

When doing something NEW let go
of the need for perfect

What can I do today to be 1%
better at what I did yesterday?



Find Small Ways to Rest your Mind



HEADSPACE
TREAT YOUR HEAD RIGHT





Take a
break from
excess light
and noise.

Give yourself Permission to Relax

STOP GLAMORIZING BUSY!





Prioritize and Delegate

We don't manage time, we manage Choices

We tend to understand how much time something may take

We may spend more time procrastinating and worrying than it takes to complete something

Make a 10 minute list to start getting momentum – CHUNK the project

Self Management

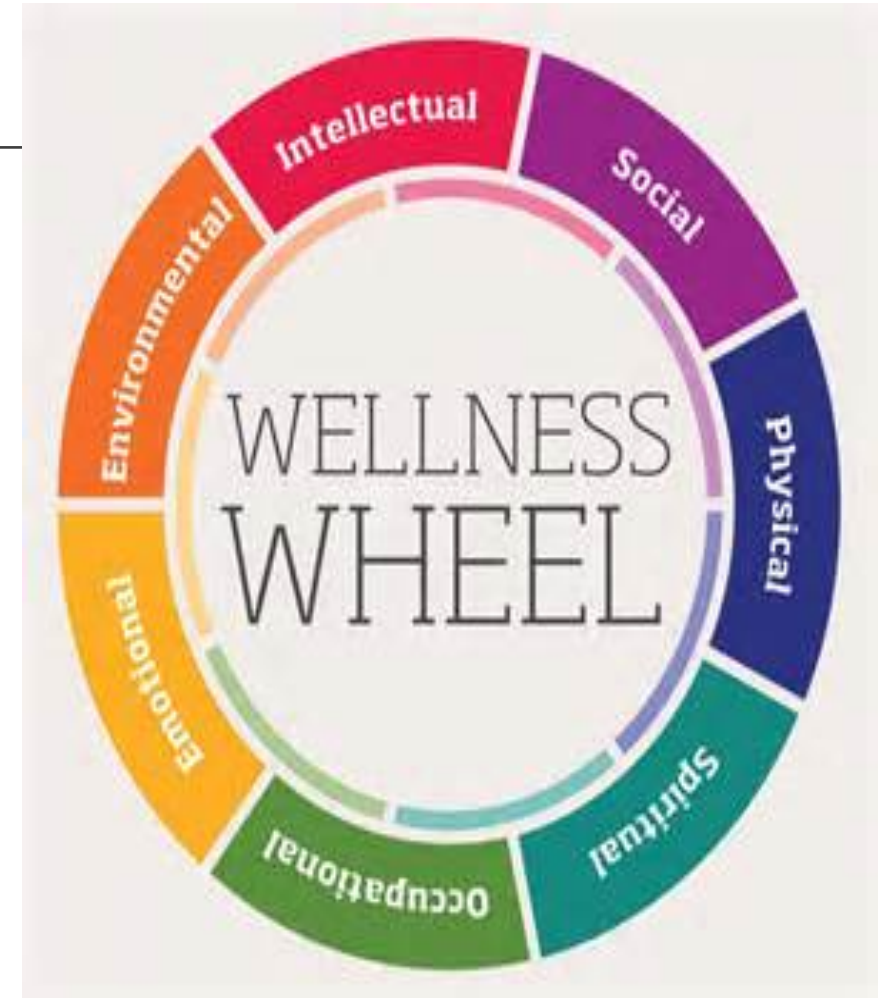
Develop a 5 minute list – (done while waiting and can be checked off quickly)

Make a stop doing list – (I “should” what is your biggest distraction)

CHUNK large project into daily tasks – five moves today

Focus on a to do list not a project. This gives you a chance to chunk it into which can I do first, what can come next

Learn to say “no” more often to those things that do not follow along the core.



DOING MORE

1. WORK HARDER
2. FEEL FRUSTRATED
3. WORK EVEN HARDER
4. FEEL TIRED, DRAINED
AND MORE FRUSTRATED
5. REPEAT

VS.

SLOWING DOWN

1. PAUSE, GROUND YOURSELF
2. ORIENT TOWARDS QUALITY
AND EFFECTIVENESS
3. DO WHAT'S NEEDED TO SHIFT
4. MOVE FORWARD AT YOUR BEST
5. ADJUST AS NECESSARY

SLOW DOWN

Slow down instead of speeding up At the end of the day, you will be more productive if you take extra time with your projects so that you can avoid costly mistakes. Before sitting down to work, put yourself in a relaxed state. Focus on the process of the work, pretending that you are showing someone else how to do the task. When you catch yourself rushing or moving too quickly, stop. Give your full attention to just one activity and avoid multi-tasking

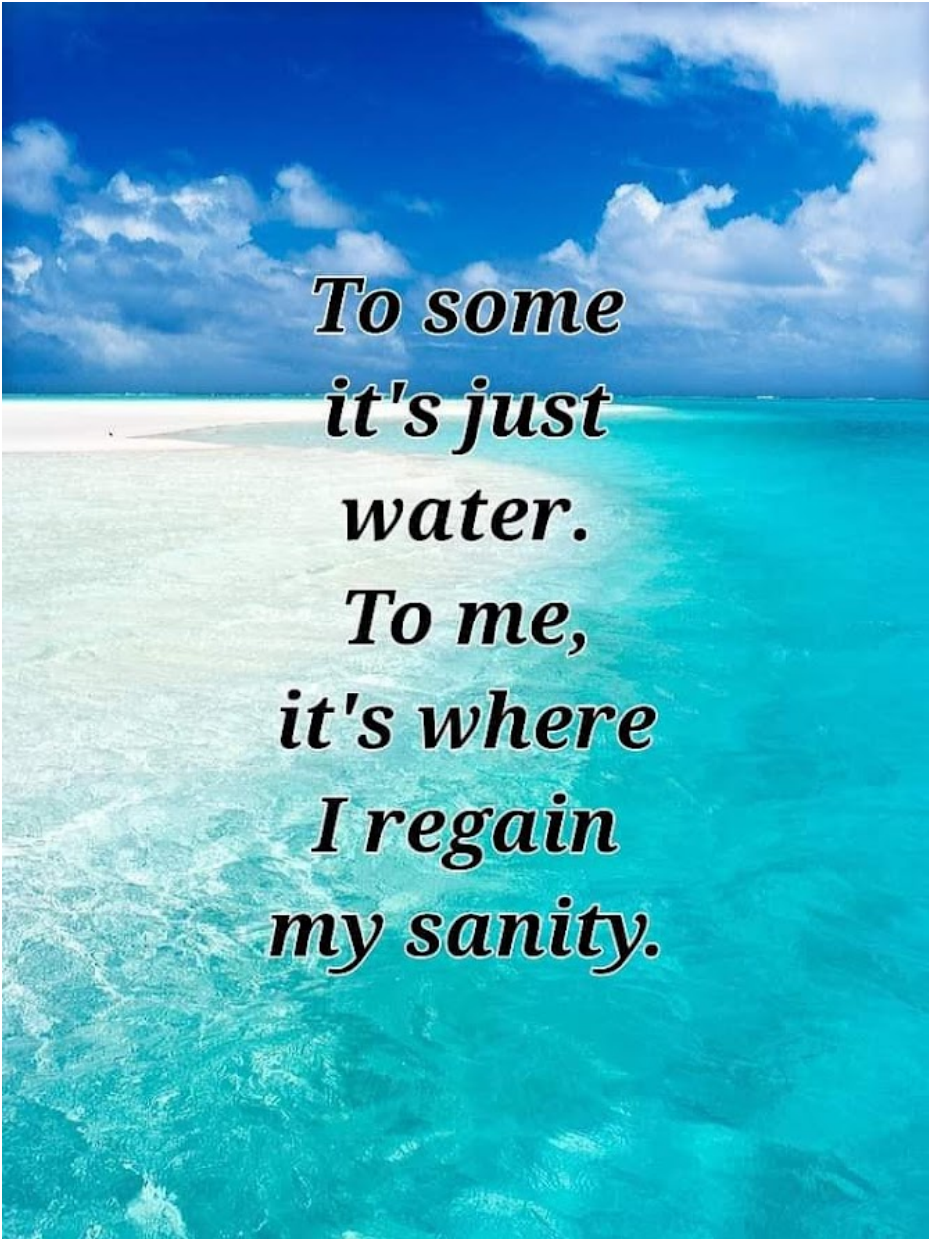


SWITCH IT UP

While your tourism business may look exciting to the onlooker, things might be quite mundane for you behind the scenes.

If you're in the office everyday, schedule yourself to move locations periodically.

Switching up your tasks and the location which they're performed can help avoid burnout.



*To some
it's just
water.
To me,
it's where
I regain
my sanity.*

Encourage Self-Help and Other Support Strategies

Lunch and Learns

Meditation/Yoga/Massage

Sensory Rooms

One on One Brief Coaching Sessions: What's working/What can be done differently

Library with Books to help

Take a work break (step outside, quick walk)

Write down all of the tasks that are causing overwhelming feelings – prioritize with manager – get clear expectations from leadership

Help your co-worker to focus on solutions rather than problems. If she/he is worried or upset about something or someone, ask what he would like to do about that, and if she/he is unsure, offer some ideas, but make sure he/she chooses his/her own path forward. Use "Have you thought about"

Have EAP number/Suicide Hotline Numbers 988/Text HOME to 741741

Set Customer Expectations

As a tour operator, you'll experience less stress if your customers' expectations of their upcoming tour are clearly communicated ahead of time.

A resourceful website and timely pre-trip notifications can help.





Active Listening

Pay close attention to your customer's needs and preferences.

Ask questions to understand their expectations fully

Personalization

Tailor your recommendations and services to each customer


The more personalized the experience, the more likely you are to meet and exceed expectations

Transparency

Be open and honest about pricing, availability and any potential limitations or disruptions in travel plans.

Transparency builds trust

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Closures

2023 CLOSURES

To keep Sundara in top operating performance, these amenities will be closed for annual maintenance in 2023 on the dates listed below.

Purify Bath Ritual: Tuesday, June 6th; Wednesday, June 7th.

Oasis and Swim-Up Lounge Pool: Tuesday, August 29th; Wednesday, August 30th; Thursday, August 31st.

Infinity Pool, Hot Soak, and Pool Deck: Tuesday, September 5th; Wednesday, September 6th; Thursday, September 7th.

Sundara seasonal pool closures:

Seasonal Saltwater pool: Closes sometime in October until May.

To keep Sundara in top operating performance, please [review our 2023 amenities closure schedule here](#).

SHINEWITHSCHAEFER@GMAIL.COM (608) 732-1041



Empathy

Show understanding and empathy towards your customers' concerns and needs.

Compassionate service can create a lasting positive impression

“Lake View – Not Lakeview over the roof with Grease smell”

“I wouldn't want to stay in that room either”

Empathetic Language in Leading Others

It must be _____(feeling) when _____(behavior) happens

What I hear you saying is _____ (paraphrase feelings or content)

Help me understand what is happening right now?

What would it take to make this happen?

How would you like me to hold you accountable?

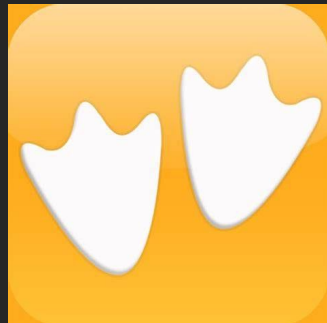
Have you ever thought about (you can share your thoughts)

“These are uncertain times and you are experiences fears. Our goal is to keep you safe”

Stay Innovative

Embrace technology and industry innovations to enhance the customer experience.

Scavenger Hunt - GooseChase



Customer Education

Provide resources and tips to help customers prepare for their trips.

Informed travelers tend to have more realistic expectations





Build Relationships

Establish long-term relationships with your customers

Repeat business and referrals often come from satisfied, loyal clients.

Appreciation Nights



Post Trip Follow-Up

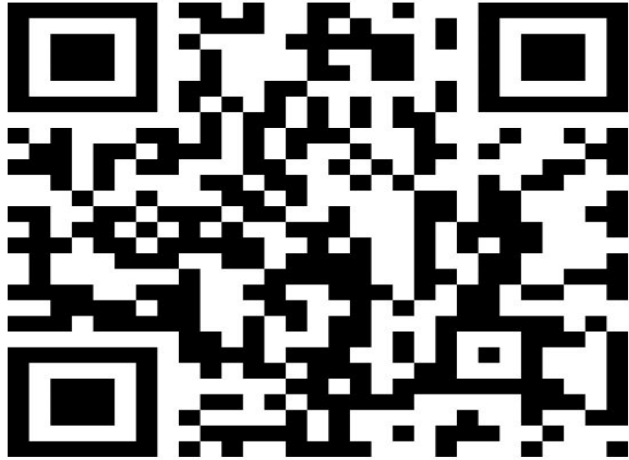
After the trip, follow up with your customers to ensure their satisfaction.

This gesture shows your commitment to their well-being even after the journey



Give feedback to Lisa

1. Scan this QR code



or go to talk.ac/lisaschaefer

2. Enter this code on the screen

TALK

Powered By talkadot

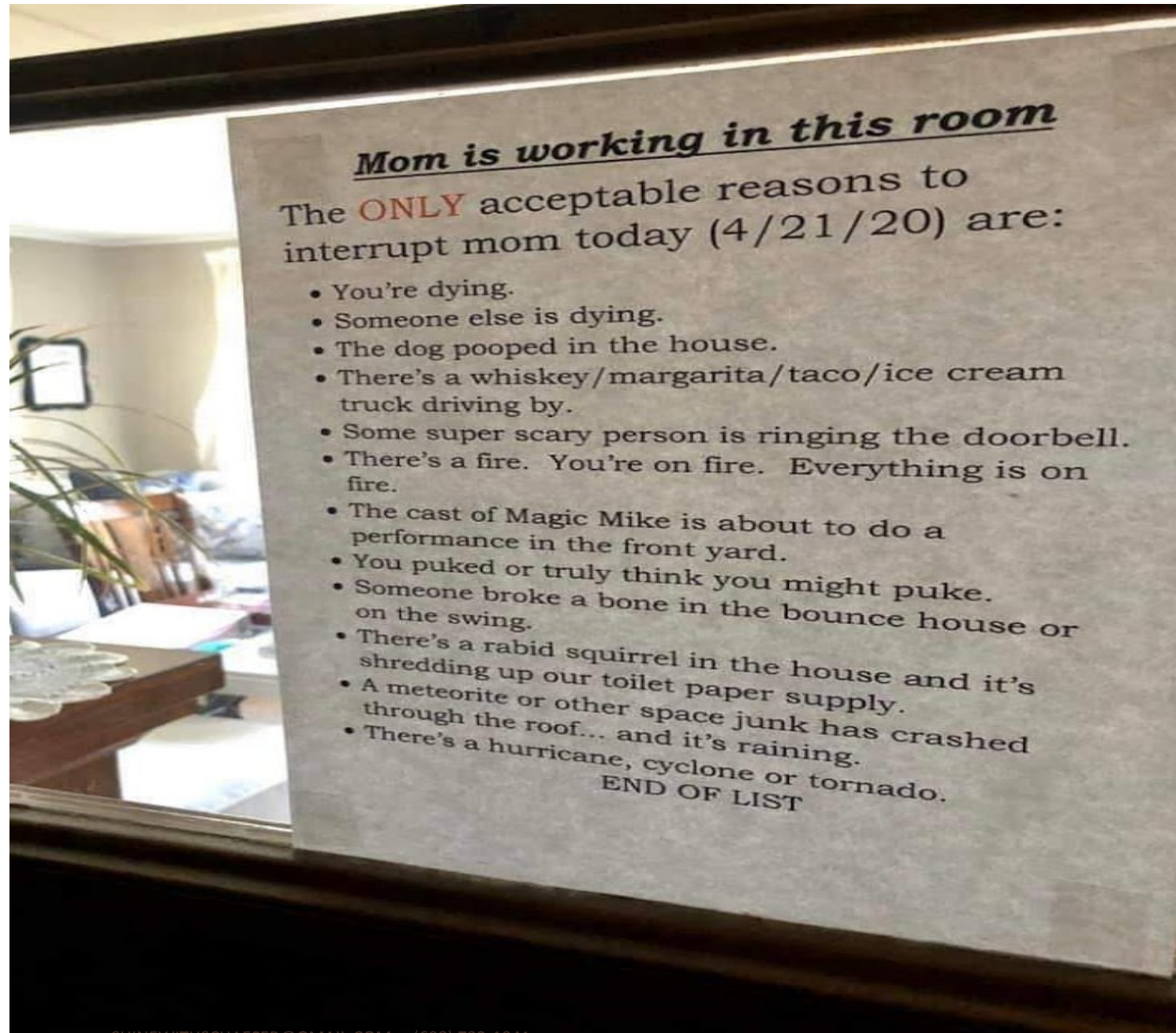
Automate Feedback

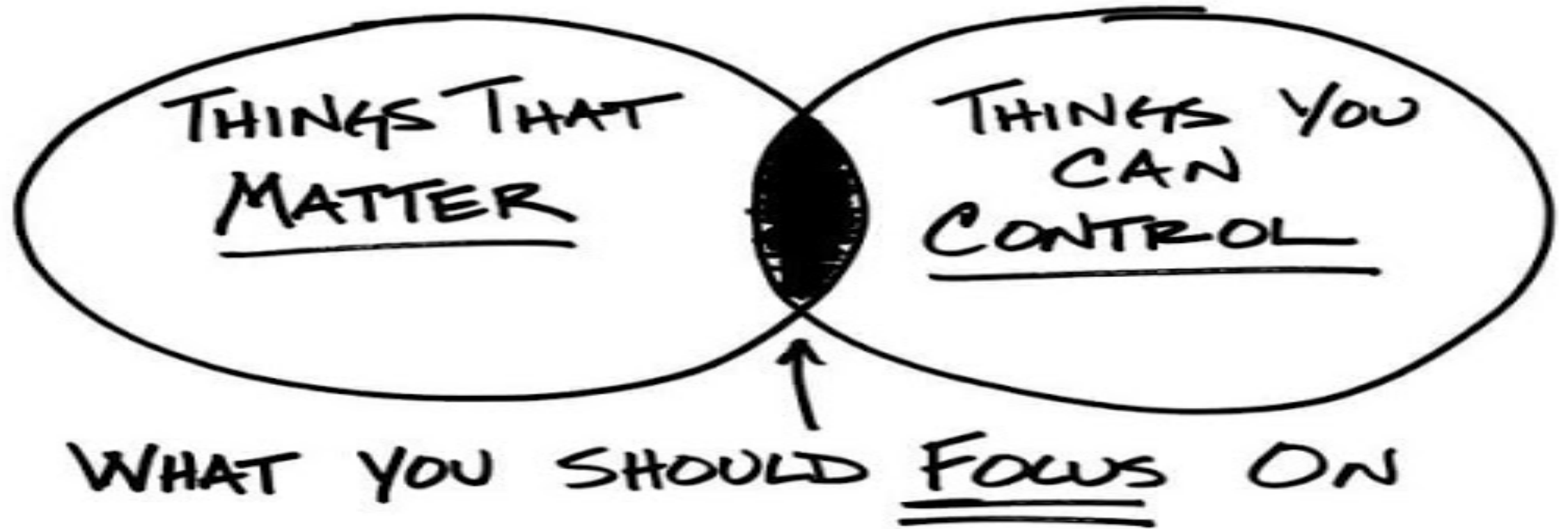
Set Boundaries

If I say "YES" to something – I am saying "NO" to something else

We underestimate how long something will take

10-15 minute of meeting for action notes/travel time





Stop Asking – Why is this happening to me?

Start Asking – What do I need to learn from this?

Reframe the way you see things.....RESPOND OR REACT

Digital Detox

Average Person Checks Phone 150X
per day

Rule of 3

#TOGETHERWEWILL



Digital Detox Challenge



EMAIL Stress

Average American = 2.6 hours spent and 120 messages received per day.

Over-checking email wastes **21 minutes per day**.

On average, professionals check their email 15 times per day, or every 37 minutes.

Do most people expect a response within that time frame? Only 11% of customers/clients and 8% of coworkers expect a response in less than an hour.

But about 40% of people expect a response in about an hour. If people checked their email hourly rather than every 37 minutes, they save time

Companies have the power to influence their employees through mental health workplace policies; the public through marketing and mental health awareness campaigns; their community through goodwill initiatives, such as support for non-profits; and their competitors, by making mental health benefits a competitive consideration in employee recruitment and retention.

How To Promote Mental Health In The Workplace

There are many actions companies can take to enhance workplace mental health.

Policies

Companies can implement clear policies and values supporting mental health. Company leadership at all levels should:

- Foster a culture in which seeking help is a sign of strength.
- Reject and prohibit stigma.
- Encourage open and honest discussions with employees about mental health issues, including anonymous feedback on workplace policies.
- Reinforce that “health” includes physical health *and* mental health.
- Recognize the spectrum of mental health conditions from emotional distress to diagnosable conditions, which requires access to different types of care.
- Dedicate company resources to supporting workplace mental health.
- Recognize that family challenges may impact mental health by developing policies to promote better work-life balance.

Resources

<https://nami.org/Blogs/NA-MI-Blog/June-2020/The-Mental-Health-Movement-in-the-Workplace>



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QUESTIONS???

Lisa Schaefer, MSE

lisa@shinemyfriends.com

(608) 732-1041



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