



Together, we can...

end channel burnout

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FDZ
+ creative
partners

DEAR CHANNEL FRIENDS



There is no time like the present to start — *or remember* — to care for yourself. It's something I advocate year-round and especially as we head into a very busy holiday season since stress levels can rise.

Whether you lead people and care for them or lead by example, or simply understand and believe in the importance of giving yourself what you need to be productive, successful, and happy, TDZ Creative Partners *supports* you.

Everyone is at a different phase of their journey and awareness. I hope this meets you wherever you are, and *inspires* you to return to yourself and provide the space for others to do the same in a busy, fast-paced world.

From introspection to self-care to delegation to collaboration and any other number of approaches and solutions, I hope you find something to step into to create spaciousness in your life for *the things that matter* and for *your health*.

Yours in Collaboration,



Tracy

Tracy Diziere, President & CEO

nothing is created alone



The happiest people... who are scoring high on thriving, resilience, psychological well-being, engagement... tend to have at least 2 groups they're engaged with outside of work. They create *Dimensionality* in their lives.

If I had to summarize the whole gamut of well-being research, it is simply this: you want to tell your genes and immune system, "*I'm having a good time on this planet.*" This type of positive outlook tells your genes to switch from inflammatory to anti-inflammatory actions and boosts your antiviral immunity.

Stress is not a creation of our own volition; it is a part of how the brain operates. By improving *psychological* resilience, we also can improve our *physical* resilience to be able to tackle whatever comes next.

Sources: McKinsey & Company - [Author Talks: Beyond collaboration overload & Battling burnout: A conversation with resiliency expert Dr. Amit Sood](#)

managing stress

I manage my energy through communication, planning, relaxation, and sociability.

Talking through stress makes sense—with a friend, your therapist, or if you have that relationship with your boss, even better. I lean on therapy, family, and friends—at home and work. Lean on the people you can really count on and express how you're feeling.

Having that acknowledgement helps me reset and recover—while accepting that sometimes I will have to *rely on others* to help me through it. Once there, it's about taking a beat to relax. I have two dogs and simply

taking them to the beach lights me up. We are on business trips, but that doesn't mean it has to be all business.

Like many, when I'm burnt out, I do not feel my best self in social settings. It can be hard to remain present and engage in conversations. It's important to *reintegrate* with your social circle to fill your cup. Spending time with my daughter and game nights with friends help me. Make sure you get a good dose of spending time with your favorite people.



Recently named as one of CRN's Top 100 People You Don't Know but Should, **Ashley Golibart** is a National Account Manager by day, YouTuber by night, serial entrepreneur, and proud new mom.

Stephen R. Covey, business leader, educator, and author of “The 7 Habits of Highly Effective People” said:

“When it comes to people,
FAST IS SLOW
and
SLOW IS FAST.”

When things start to grow hectic, our natural response is to speed up, but people aren't meant to work fast. In fact, speeding up production only makes things go slower because our sloppy work needs to be corrected. Not only that, but when we work faster our relationships take a hit.

Maybe someone needs you to take time to listen to them, but you're not really listening because you are moving too quickly. When you stop to really listen, you show respect, which starts to remove the barriers that limit productivity.



Source: Franklin Covey - Slow Down.

Partnership means creating in concert with others, which is a gift and one not to be taken lightly or without intentions.

Understanding and setting yours and others' intentions are key in partnership.

Hence, we go slow to go fast.

- Tracy Diziere





Collaboration is a beautiful thing...
Collaboration is a beautiful thing...

By no means could I be successful on my own. Everybody has certain natural gifts. They might be creative, intuitive, analytical, organized, curious, etc.

When all of those people with different gifts come together, it really becomes this beautiful *kaleidoscope*... So I think it's important to understand that it's perfectly okay and should be celebrated when you seek out other people's feedback and input. It is only then that they bring their gifts to the table with a result that complements what you have. It doesn't mean it replaces you [and] shouldn't threaten you. *It should bless you.* It's taken me many years to recognize and celebrate working with a big, diverse group of people versus feeling like I had to figure it out on my own. I think we do a much better job when we don't do it all ourselves.



Kim Stevens is a woman of faith who loves her family, volunteering in the community, and teaching spin and is the Director of National Alliances for Climb Channel Solutions.

DELEGATION

I'm passionate about empowering my team to be both productive and effective. Part of employee empowerment and collaboration is delegation:

For employees to thrive, they must be given projects that allow them to grow. Any leader can do everything themselves, but I would burn out, and my team would not have the chance to learn, interact, develop new skills, and become leaders.



A marketing leader with more than 20 years' experience driving go-to market strategies with IT channel partners and customers, **Tricia Atchison** is VP of Partner Engagement and Experience at Citrix.



Knowing how to delegate successfully

is what distinguishes stressed, overworked, and uninteresting leaders from those who genuinely enjoy their work and inspire their team to achieve tremendous success. Here are some benefits of delegation:

- + Free up your time to achieve more
- + Increase your team's flexibility
- + Grow your team's efficiency

Source: Northwest Executive Education - [How to Delegate - Why is Delegation Important?](#)

A study from Lund University in Sweden found that “yoga practitioners showed significant decreases in stress, depression, insomnia and general psychological health complaints, and significant increases in well-being.”

Source: Maddux, Rachel & Daukantaitė, Daiva & Tellhed, Una. (2017). The effects of yoga on stress and psychological health among employees: an 8- and 16-week intervention study. *Anxiety, Stress, & Coping*, 31, 1-14. 10.1080/10615806.2017.1405261.



Yoga brings physical balance to your body, but it also brings energetic balance to your body so that those imbalances don't show up in different places in your life. Yoga teaches you to **slow down** and **be present** and **stay calm**, to practice the pause before you react.

A lot of us live in this society where it's a badge of honor, where we don't take a break and we just keep working and working and working... When we don't slow down in our day-to-day work, we're not as effective. Take that hour to get on the mat and slow the body. Connect the breath to the body. You'd be surprised at how much more effective and efficient you are. It's like getting a good night's sleep.



Tammy Lynne McDonald is a Global Channel Marketing and Sales Leader, yoga teacher, and Reiki Master with extensive fitness education and experience and a passion for energy and healing.

EMOTIONAL INTELLIGENCE

Emotional Intelligence (EI) has been defined as “the ability to carry out accurate reasoning about emotions and the ability to use emotions and emotional knowledge to enhance thought” (Mayer et al., 2008, p. 511) and accounts for nearly 90 percent of what sets high performers apart from peers with similar technical skills and knowledge (HBS, 2019).

From its original conception, Daniel Goleman popularized EI and identified 5 components: ***self-awareness, empathy, motivation, self-regulation, and social skills.***



“I position the building of ***self-awareness*** to be the core component... that ability to kind of sit back and observe what’s going on. Your ability to ***improve your self-awareness*** is something that every person can do. No exception. Whether you’re feeling burnt out or not, it’s just a matter of having the willpower and the ‘awareness of self-awareness.’ This is an empowering thing... to see the connection between thoughts, feelings, and emotions and then behaviors and outcomes and how they feed on each other. And that if you want to change a behavior or an outcome [or] eliminate it [burnout], it’s not about changing your job. It’s not about hiring more people.

It’s about asking questions like, “What are you thinking about, what’s stressing you about it? What are those triggers?” and not taking anything at face value. And ‘learning to sit down, quiet yourself, and watch the thoughts as they come and go, the feelings and emotions as they come and go, and kind of separate yourself from those.’ Using this framework, contemplation or meditation, and the understanding that building that self-awareness takes time, you can ***undermine burnout.***”



Mark Torguson is a channel executive with a passion for exploring pragmatic ways to increase happiness, creativity and productivity.

Sources:

- Mayer, J. D., Roberts, R. D., & Barsades, S. G. (2008). Human abilities: Emotional intelligence. *Annual Review of Psychology*, 59, 507-536.
- Positive Psychology - [The Theories of Emotional Intelligence Explained.](#)
- Harvard Business School (HBS) Online - Business Insights - [Why Emotional Intelligence is Important in Leadership.](#)

Meditation is a practice. Meditation is not a vacation from irritation.

It's teaching us how to be here. The gift of meditation is teaching our nervous system. It's our mind and our body *together*, our whole experience. How to be in the world differently in the sense of calm, strength, peace, empowerment, balance. Great gratitude.

Many times, people — especially with trauma or high levels of stress — tend to go to meditation and yoga as a way to disconnect when in reality, the invitation is to actually come into our bodies. This is our amazing body temple. It's there to *serve* us. It has its own *language*. It wants to be there for you, guide you, protect you, nurture you.



Jennifer Emperador is a Holistic Embodiment Coach and Trauma-Sensitive Practitioner and featured facilitator for TDZ's [2022 World Meditation Day Event](#).



The power of sleep

Matthew Walker, a British scientist and professor of neuroscience and psychology at the University of California, Berkeley who focuses on the impact of sleep on human health and disease says, "***Underslept employees, defined as sleeping six hours or less, will select fewer challenging problems.***" And they will:

- + Come up with fewer creative solutions
- + Lose 40% of their capacity to retain new information
- + Become more deviant and unethical
- + Be less charismatic as leaders
- + Be "social loafers"

GRATITUDE IS HEALTHY

It's associated with...

- Higher levels of:**
- + Good cholesterol
 - + Heart rate variability (a marker of harmony in the nervous system and heart rate equated with less stress and mental clarity)
 - + Rational economic decision-making

- Lower levels of:**
- + Creatinine (an indicator of the kidney's ability to filter waste)
 - + C-reactive protein (a marker of cardiac inflammation and heart disease)
 - + Systolic and diastolic blood pressure, both at rest and in the face of stress

And according to Robert A. Emmons, professor of psychology at UC Davis and a leading scientific expert on the science of gratitude,

“Gratitude *blocks toxic emotions, such as envy, resentment, regret and depression, which can destroy our happiness.*”



Theresa Caragol is the founder and CEO of AchieveUnite, Inc., a strategic consulting and education firm that provides channel, partnering, and business acceleration services to leaders and global enterprises.

After 20-plus years building, expanding, and maintaining multi-million-dollar channel programs, I changed my corporate world and founded AchieveUnite, The Partnering Success Company, to help global enterprises optimize their partner organizations.

It was the best decision I've ever made for my family, my deep desire to serve others, and myself. I strive to live like my grandmother: she loved deeply and approached her life with a spirit of *great gratitude* and in *service to others.*

Theresa Caragol



Where you
put your
ENERGY
matters.

Choose wisely...



Some things deserve to be perfected before they're shipped, like airplane seatbelts. [But] experimental content to get more eyeballs on the latest tech you're pushing, completely different story. And so understanding the context of what you're building should help guide... your perfectionism. If people's physical safety, financial safety, any of that is at risk then obviously more care should be taken... But if you're just trying to get a new message out or think about solving a problem [in] a different way, then perfectionism is almost always the biggest blocker in our experience.



Andrew Phelps drives engagement for partner programs as the Co-Founder of IncentivePilot and loves hiking, spending time with his family, and creative endeavors of all kinds.

How will you resolve to *#endchannelburnout*
this holiday season and into 2023?



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