

Welcome!

The webinar will begin shortly...

3:00
minutes
until the webinar starts

While you wait, here are some fast facts about HR outsourcing:

Companies that outsource HR to a professional employer organization (PEO) are **50% less likely** to go out of business.



The webinar will begin shortly...

2:00
minutes
until the webinar starts

While you wait, here are some fast facts about HR outsourcing:

Companies that use a professional employer organization (PEO) are **28% more satisfied** with their available selection of employee benefits.



The webinar will begin shortly...

While you wait, here are some fast facts about HR outsourcing:

1:00
minute
until the webinar starts

G&A Partners has an average Net Promoter Score (NPS) that is **35x higher** than that of the HR outsourcing industry.



"NPS Benchmarks for B2B" Inavero, 2014



Women in the Workplace: How to address employee concerns post-pandemic and prevent burnout

Kristi Arcurie, Deanna Bretado, & Hayley Klein



Before we begin...

We are recording this webinar. The on-demand recording will be available on our website by the end of the week.

This webinar has been pre-certified by the Human Resources Certification Institute (HRCI) and The Society for Human Resource Management (SHRM) for one hour of HR general recertification credit.

If at any time during the presentation you have a question that you'd like us to answer, please send it to us using the "Questions" tab in the GoToWebinar menu bar.

About G&A Partners

G&A Partners delivers world-class HR solutions that help build thriving businesses and make a difference in the lives of the clients and employees we serve.

G&A Partners has a local presence in the following markets:





Women in the Workplace: How to address employee concerns post-pandemic and prevent burnout

Panelists: Kristi Acurie, Hayley Klein, Deanna Bretado



What exactly is burnout, and what are the signs and symptoms?

- Burnout and the effects on women
- Addressing Workplace Fears
 - Workplace Communication
 - Creative Accommodations
- Setting expectations for productivity and performance
- Beyond the pandemic

Poll Question

Which gender do you identify with?

(Male, Female, Non-Binary, Prefer not to answer)



Poll Question

Have you felt overwhelmed, overly stressed or anxious over the last year?



What is Burnout?

"Burnout" was coined back in the 1970s to describe the consequences of severe stress and high ideals in "helping" professions.

Burnout is not a medical condition, but an occupational phenomenon.

- Feelings of energy depletion or exhaustion;
- Increased mental distance from one's job, or feelings of negativism or cynicism related to one's job; and
- Reduced professional efficacy

Pre-pandemic employee burnout rates were reported at 42% contrasted with a current reported burnout rate of 72%

<https://blog.employerscouncil.org/2020/10/23/the-impacts-of-covid-on-rising-burnout-rates/>

Women represent 2/3 of frontline workers, Black women make up nearly one-third of all nursing assistants and home health aides. Meanwhile, Latinas and Native American women are concentrated in low wage jobs such as customer service reps and cashiers.

<https://bipartisanpolicy.org/blog/work-life-balance-for-women-especially-for-women-of-color-is-key-to-restarting-economy>

Signs & Symptoms of Burnout

Physical Burnout Symptoms

- Feelings of exhaustion/drained
- Lowered Immunity, frequent illness
- Headaches or muscle pains
- Change in eating or sleeping habits

Emotional Burnout Symptoms

- Doubting oneself/sense of failure
- Feeling trapped, defeated or helpless
- Hopeless and loneliness
- Having a negative outlook on life
- Decreased sense of accomplishment and satisfaction

Behavioral Burnout Symptoms

- Withdrawing from responsibilities
- Isolation from others
- Procrastination
- Reduced efficiency and/or increased errors
- Taking out frustrations on others
- Skipping work, coming in late and leaving early.

What is the difference between stress & burnout?

Stress vs. Burnout	
Stress	Burnout
Characterized by over-engagement.	Characterized by disengagement.
Emotions are overreactive.	Emotions are blunted.
Produces urgency and hyperactivity.	Produces helplessness and hopelessness.
Loss of energy.	Loss of motivation, ideals, and hope.
Leads to anxiety disorders.	Leads to detachment and depression.
Primary damage is physical.	Primary damage is emotional.
May kill you prematurely.	May make life seem not worth living.

Burnout and Women: Workplace Contributors

Women experience burnout at a faster rate than men

“Our results show that there are differences between men and women because, from the outset, employees are subject to different working conditions depending on their gender.”

Why is this occurring?

- Unequal treatment in the workplace
- Women are less likely to be given positions of power
- less credit for their ideas than men

Women of color are affected at higher rates

Data from the Women in the Workplace study shows that for every 100 men promoted to manager only 85 women were promoted. This gap was even larger for women of color, only 58 Black women and 71 Latinas were promoted.

<https://pubmed.ncbi.nlm.nih.gov/29471461/>

Burnout and Women: Outside the Workplace

Work-life balance myth

- Boundaries are blurred or non-existent
- Household responsibilities = Part time job

Pandemic Issues

- Feeling of isolation
- School closures
- Financial distress or uncertainty



Poll Question

Have you had to address burnout with your employees since the onset of the pandemic?



Burnout: Workplace Risk Factors

Decrease Productivity

- Study by Mental Health America suggests that stress costs employers \$500 billion annually

Decrease Productivity High Turnover Rates

- Loss of highly skilled/top-talent workers; replacement and training costs.

Low Employee Engagement

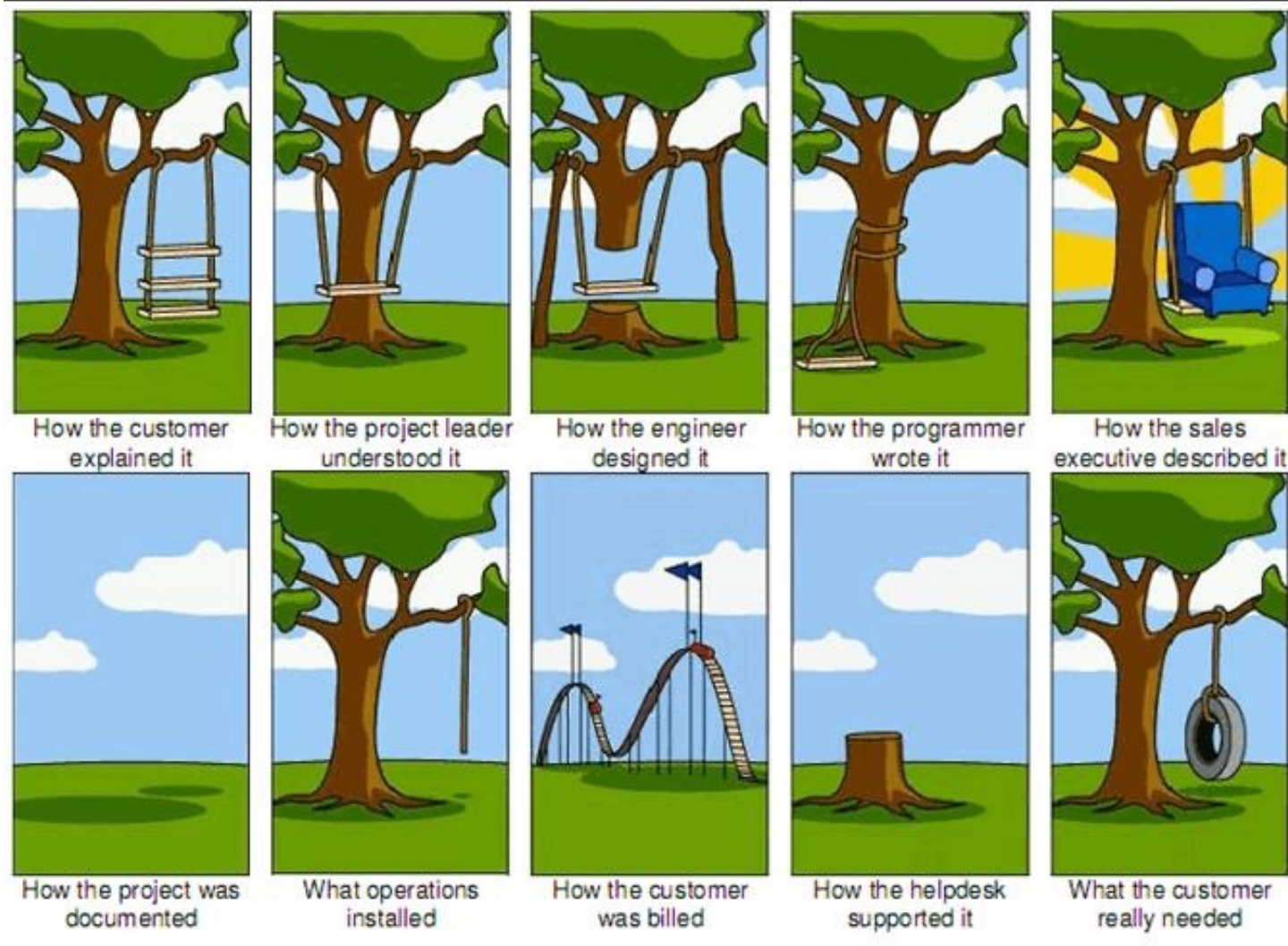
- Lower motivation = lost productivity and lower company growth

Negative Health Impacts

- Increased absence; poor production; human error; workplace injuries

In 2018, Gallup conducted a study stating that 23 percent of full-time employees report they very often or always feel burned out. This burnout accounts for between \$125 and \$190 billion dollars in healthcare spending

Transparent Communication with Employees



Soothing Employee Fears

1. Be transparent

- Employees know when you are not telling the entire truth > leads to gossip and speculation

2. Keep the conversation and support going

- Support; even in times of growth
- Say thank you

3. Present future plans; showcase where the organization is going

- Do you have a new project coming up?
- Are you increasing your hiring?

Between March and May 2020, over 20 million people lost their jobs and federal unemployment rates reached over 14%.

<https://www.cidrap.umn.edu/news-perspective/2020/05/us-job-losses-due-covid-19-highest-great-depression>

4. Provide managers with the action plan and messaging

- They are an agent of the company
- Rely on your teams

5. Stay present

- During periods of layoffs or reductions in force there will be survivor's guilt
- Consider the fact that employees are not necessarily in the office

**"We're living in a very different way than we're designed to live as human beings, and it is hitting people differently depending on their unique situations."
- Paula Davis**

Poll Question

Has your company provided mental health resources, such as an EAP program to employees over the past year?



Support employees with creative accommodations

Provide mental and emotional support

Offer rewards that work against burnout

Encourage time off

Allow flexibility

- Remote Employees
 - Temporary Alternate Locations
 - Non-traditional hours
- On-site Employees
 - Job Sharing
 - Flexible Scheduling
 - Childcare Stipend

Keep tabs on workplace culture

Setting Expectations for Productivity & Performance

1. Have the mission, vision, values of the organization changed?

- Are you making a stronger commitment to diversity? If so, give employees visibility into that.

2. Address changes that are occurring at the individual level

- Has their position changed?
- Have they taken on additional responsibilities?
- Are you asking the employee to come back into an office? Or has their position become fully remote?

3. Set clear goals, consistent measurements and accountability

- Did sales goals change due to the pandemic?
- Is your previous performance management tool still in effect?

"Women are not spending 71 hours per week-or 20 more hours per week than men-on housework and caregiving. This is the equivalent of working nearly two full-time jobs before starting actual paid employment."

<https://bipartisanpolicy.org/blog/work-life-balance-for-women-especially-for-women-of-color-is-key-to-restarting-economy/>

Ideas to Support Women in the Workplace

Review Leave of Absence policies

- Pandemic LOA

Re-evaluate Hiring Practices

- Remove Pandemic gap-year bias (skill focused)

Normalize Flexible Work Arrangements

Return-to-work programs (return-ship programs)

Minimize Gender Bias

Support women in leadership roles

Identify risk factors of potential burnout

- Leadership Awareness
- Transparent communication

Proactively & effectively respond

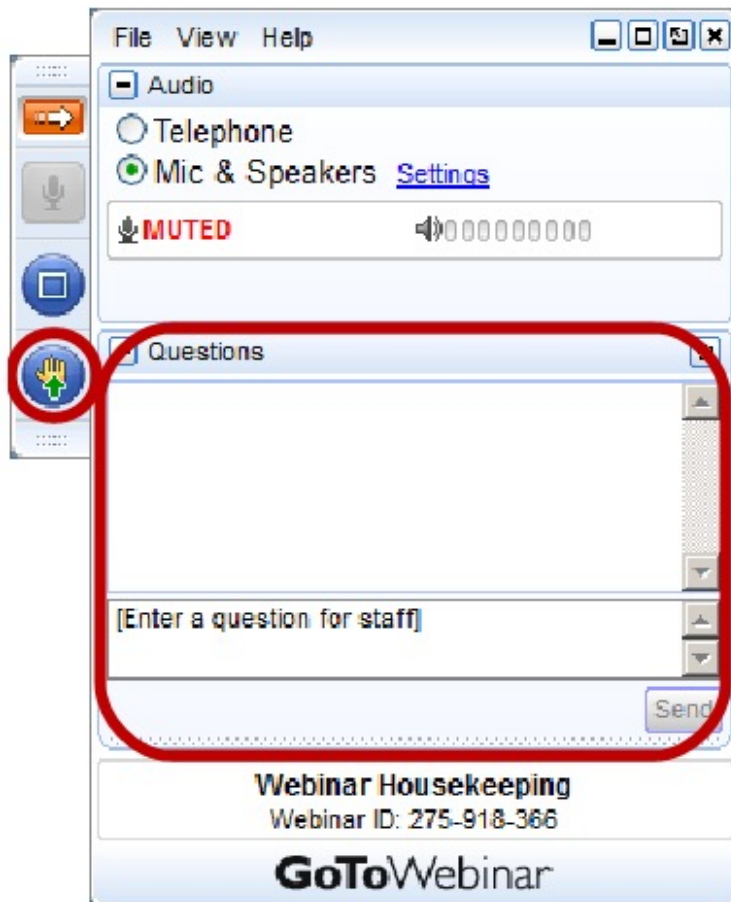
- Wellness programs
- Creative accommodations

Support of our female workers (current & beyond)



<https://www.hrzone.com/lead/change/how-can-hr-create-change-for-women-at-work-in-the-post-metoo-era>

Questions



You can type questions for our presenter in the chat pane of your Go-to-Webinar menu bar.

If we don't get to your questions during the Q&A session of this presentation, you can email them to info@gnapartners.com.

- SHRM Flexible Work Options, Career Development Can Keep Women in the Workforce

<https://www.shrm.org/resourcesandtools/hr-topics/behavioral-competencies/global-and-cultural-effectiveness/pages/flexible-work-options-career-development-can-keep-women-in-the-workforce.aspx>

- How working women can manage work-life balance during COVID-19

<https://www.apa.org/topics/covid-19/working-women-balance>

How are working women doing during COVID-19? Our women in the Workplace study explores.

<https://www.mckinsey.com/about-us/new-at-mckinsey-blog/how-are-working-women-doing-during-covid-19-our-women-in-the-workplace-study-explores>

- Women are maxing out and burning out during COVID-19

<https://leanin.org/article/womens-workload-and-burnout>

- 5 Steps for Women to Combat Burnout

<https://hbr.org/2020/05/5-steps-for-women-to-combat-burnout>

- Occupational Stress, Burnout and Depression in Women in Healthcare During COVID-19 Pandemic: Rapid Scoping Review

<https://www.frontiersin.org/articles/10.3389/fgwh.2020.596690/full>

- Emotional Well-Being and Coping During COVID-19

<https://psychiatry.ucsf.edu/copingresources/covid19>

- How Burnout Affects Women

<https://www.wellright.com/blog/how-burnout-affects-women>

<https://leanin.org/article/womens-workload-and-burnout>

**For additional resources, including
our on-demand webinars, visit:**
gnapartners.com/resources