



Self-Care Hacks to Become


Unf♥kwithable®

WITHOUT BURNING OUT

BY SUE HAWKES



YESS!



“ Self care is never a selfish act. It is simply good stewardship of the only gift I have, the gift I was put on this Earth to offer to others. ”

—PARKER PALMER, SPEAKER,
EDUCATOR & ACTIVIST

Contents

Introduction	4-5
Self Care	6
Mental State	7-8
Physical Care	9
Saying No	10-11
Support Systems	12-13
About Me	14
Resources	15-20





Introduction

It's easy to fall into the habit of putting YOU last. Especially during the sandwich years when your kids and parents both need help from you. We're working so hard to be everywhere for everyone who needs us— for everyone except us.

Sleep, exercise, and what you consume are critical to your physical and mental health. Do you make time for self-care in your life? Or are you, like so many people, too engaged in doing for others to do for yourself?

Do yourself a favor—and also do a favor for those whom you love and who count on you:

Take care of yourself **FIRST** before you spread yourself too thin giving to others. As flight attendants advise, put on your oxygen mask first before you assist others.

What does it mean to be...

Unf♥<kwithable®

An Unf♥<kwithable leader means to be truly at peace and in touch with yourself, where nothing anyone says or does bothers you, and no negativity or drama can touch you.

It also means you need to juggle multiple responsibilities at the same time. You may have to fold laundry at your son's soccer game or spend time with your daughter at the office. Your work and life become one instead of competing for your attention. For even the most influential leaders, burnout is difficult to avoid.

I've talked to a lot of leaders and they often appear to be superheroes. They are mothers and grandmothers who are running businesses, speaking at events, making a difference and generally kicking ass from the outside looking in.

Throughout my conversations with these leaders, I've spotted several common ingredients in their recipe for success. I've applied them in my own life to focus my energy. So, without further ado, here is my quick-start guide to become Unf♥<kwithable without burning yourself out.



Self-Care

As you may already know, there's a reason you put on your oxygen mask first. If you continually place the needs of others before your own, burnout is inevitable. You must be proactive with your self care.

We like to believe we have a bottomless bucket to contribute from, and I've been caught in that illusion myself. An abundance mindset tells you there's more than enough money, resources, and time. The truth is, those things ARE NOT accessible unless you're taking care of YOU. Would you prefer to give 50% all of the time or 100% most of the time?

During my conversations with [Pam Borton](#), founder of Team Women MN and Pam Borton Partners; and [Carlene Wilson](#), CEO of Atmosphere Interiors, we unearthed a simple truth:

Your top priority should ALWAYS BE YOU. **Unf♥<kwithable** leaders dedicate time to themselves every day. Even if it's well before anyone is awake, this time is yours to find space and a sense of connection.

A list of some great self-care practices and hacks many **Unf♥<kwithable** leaders follow are in the next pages. Enjoy!



Check out podcasts with [Pam Borton](#) & [Carlene Wilson](#)

Mental State

Mindfulness & Meditation

The most potent tool to sharpen your mind, improve your mental state, and reduce stress is **mindfulness**—or being mindful. It's about being present in the moment and you where you learn to impartially self-observe. This means you are present without judgment.

You can apply mindfulness to every interaction, such as eating, a client call or meeting your leadership team. **Put that phone away.** Being present and observant without judgment requires your complete attention, and busy people don't usually make time to be fully present in this way.

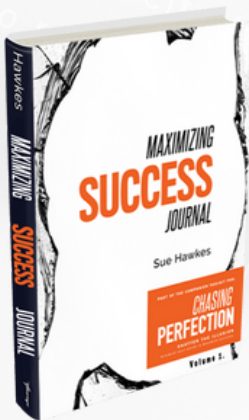
Unf♥**ckwithable** leaders often practice **meditation** to learn how to be in the moment. Just 10 minutes a day can work miracles for your mental health. Carlene Wilson, who I mentioned earlier, wakes up every morning to drink coffee and reflect. The quiet sets her up for daily success. This is a practice most winning CEOs use. If you're not doing this, take this page from her playbook.

Try these simple steps for daily meditation. You just need 10 minutes!

- Find a quiet, secluded space
- Sit in a comfortable position with a proper, but relaxed posture.
- Close your eyes.
- Breathe big, deep, belly breaths and focus your attention on where the air leaves your body.
- [Check out these popular mindfulness apps!](#)

Mental State

As your mind wanders, catch your thoughts, stop and silently think to yourself, "come back". Feel your breathing and all of the sensations you're experiencing. Don't beat yourself up if you need to repeat "come back" often. It's a muscle you'll build over time.



[Get 7 Days of Journaling Free!](#)

Journaling is another way to center your meaning. It helps you find clarity, protect your confidence, and recognize patterns in your thinking. Even if you aren't a natural writer, journaling for just three minutes a day brings calm, clarity, and empowerment. [I have a journal specifically for people who haven't journaled.](#) It has one question a day and you can try a free version for seven days.

Another tip for mental clarity is to seek out help from a therapist to help you regroup. It's no different than taking your car in for maintenance when it's not running well. As an **Unf♥<kwithable** leader, you learn to treat your mental health like your physical health.

Speaking of which...



Physical Care

Jot down physical activities that are rewarding & break a sweat!

Physical health is as important as your mental health, and exercise kills two birds with one stone! There are physical and mental benefits to routine fitness.

Dancing has never felt like a workout or challenge to me, so if you share my passion to move to music, Zumba classes are a ton of fun!

Pilates reformer is another one of my favorite exercises. It incorporates exercises designed to strengthen and heal muscles that are tense from stress. Amy recommends spin classes as a great way to get out of the house, meet other people, and burn off energy!

If you love to 'kick ass', take a kickboxing class. If you live near a trailhead, go for a hike. Whatever you do, get up and get moving. It can be gardening, doing yard work, or cleaning (ew!) LOL. You can also get moving at work...hold standing or walking meetings.

My daughter Ali and I participate in the Whole Life Challenge, a six-week journey designed to renew every aspect of our daily lives. Throughout the course of the challenge, we practice what we preach! It's a positive shock to the self-care system and a means to jumpstart your **Unf♥<kwitable** life!



Self-care isn't always easy when you're tackling the million-and-one things it takes to be an intentionally great and **Unf♥<kw**withable leader. There is one practice that's a necessity to avoid burnout while GSD (Getting Shit Done) and that is to learn to say NO.

The word "no" is the most powerful tool in your arsenal to relinquish control and overcome limiting beliefs. Failure to use it often leads to the burnout and exhaustion we're trying so hard to avoid. At the same time, it creates a barrier between you and the world of intentional greatness.

For Pam Borton "no" means to give yourself permission to take time off and fill your bucket. Say no so you can have nights and weekends off to focus on your passions. Remember: you are just as important as your clients, employees, team, and family. Every day, you need to make time for yourself.

Carlene Wilson explains that when you say no, you create time to do the things that make you happy. It takes foresight and grit to know when something won't fit into your schedule; to pass on opportunities that interfere with your happiness.

Saying No

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Saying no requires self forgiveness and should be guilt-free.

LISA DAVID,
PARTNER, ECAPITAL ADVISORS

You must be honest and vulnerable with work and personal relationships, maintain transparency, and be vocal if you can't make time for their requests when it just doesn't work. Authenticity and vulnerability are hallmark traits of intentionally great and **Unf♥<kwitable** leaders.

[Marnie Ochs-Raleigh](#), CEO of Evolve Systems, describes saying no as a form of disconnecting. You can't be "always-on" and not sacrifice time with family and friends. Her strategy is to completely unplug. She shuts off her computer, turns off her cell phone, and experiences being fully present with those around her.

For [Amy Zaroff](#), "no" means to overcome "founders' syndrome" and find the ability to separate her identity from her business. You are damn near perfect with or without it. Once you realize that, you will achieve a sense of peace and clarity like never before.

Saying no means you acknowledge that the world will keep going if you step away from an opportunity or obligation. It requires discipline and mindfulness to step back and understand what you can and cannot add to your commitments at any given moment. Things don't always go according to plan. You also need a support system in place.



Check out podcasts with [Marnie Ochs-Raleigh](#) and [Amy Zaroff](#)



Support Systems

You're not alone in any of this. And it doesn't mean you do everything on your own. You need to find the courage to ask for help and rely on others when it's in your best interest. This is true for every aspect of your life!

Work

A work family is special. You leave the house excited about the interactions, collaborations, and meetings in the day ahead. These relationships are invaluable, especially when you know your team will get the job done with you. Saying no is a lot easier when your team has your back and vice versa.

Most leaders, including Pam Borton, recommend the same thing: hire people who are smarter and more talented than you. Nobody can do it all and you shouldn't have to. When you wear too many hats, you can burn out fast. Say no to preserve your sanity. Surround yourself with intelligent, driven individuals who contribute their unique talents which, in turn, broadens your capacity and expands your possibilities. **WE** can do what **I** can't.

According to Carlene Wilson, a collaborative culture is most effective when you establish shared values such as trust, vulnerability, and reliability. These shared values create a culture that encourages people to perform above and beyond the call of duty.

Support Systems

Home

The support from your family knows no limits. Sometimes, it's your chosen family, not the one you were born into. These are the people you can lean on when the going gets tough! Authentic, loving relationships with your spouse, partner, children, and friends makes it easier to ask for help. You can apologize when work gets in the way and make concrete plans without any external pressure.

[Lisa David](#) classifies family time as "untouchable." These sacred events aren't rescheduled for any reason. Your list of "untouchables" may be small, but it could include a morning huddle, date night, or a family movie night.



Check out the podcast with [Lisa David](#)



About Me

Hi! Thanks for choosing YOU!

My passion is to help CEOs and their leadership teams succeed. I'm the CEO of YESS! and absolutely love to design and deliver dynamic transformational programs.

Our ultimate mission at YESS! is to help people design and live successful, fulfilling lives through healthy leadership, communication, discipline, and teamwork. To be intentionally great and **Unf♥<kwithable.**

I hate to brag but here are some of my creds:

- Best-selling author
- Awarding-winning Leader
- Expert EOS Implementer®
- Certified Business Coach
- WPO Chapter Chair
- Internationally Recognized Seminar Leader
- Speaker & Entrepreneur

With Intentional Greatness,
Sue Hawkes





Resources to Become
Unf♥kwithable®





Resources



Blog

Sue gives tips, strategies, and shares stories about how to dismantle your fixed mind-set and unlock limitless possibilities for yourself. [Learn More](#)



Book & Journal

With **Chasing Perfection**, CEO and business coach Sue Hawkes provides actionable practices to conquer self-doubt while maximizing your success. [Learn More](#)



Learning Resources

Join our online learning community filled with hundreds of resources, free and paid courses, and practices to help you achieve Intentional Greatness® in your business and in life! [Learn More](#)



Intentional Greatness Podcast

Leaders shatter their own illusions of a “perfect life” and refuse to be defined or limited by their circumstances. [Learn More](#)



Speaking

Sue delivers in-depth, interactive keynotes and workshops to assist leaders and solve challenges and create sustainable solutions for themselves and their organizations. [Learn More](#)

Podcast

Intentional Greatness® Podcast

We ask you the tough questions and teach you the skills, practices, and mindset you need to become an **Unf♥<kwithable** leader, entrepreneur, or business owner.

Below are podcasts from the incredible business women we talked to throughout this self care e-book.

[Episode 4: Intentional Greatness In Leadership and Coaching, with Pam Borton](#)

[Episode 13: Intentional Greatness in Design & Digital Marketing and as a Supermom with Marnie Ochs-Raleigh](#)

[Episode 16: Balancing Motherhood With a Career in Technology with Lisa David](#)

[Episode 17: Creating Exceptional Experiences with Amy Zaroff](#)

[LISTEN NOW](#)



Free Book Chapter

Are you a leader who struggles with self-doubt or a CEO who sometimes feels like a fraud? If so, you are not alone.

With **Chasing Perfection**, Sue Hawkes provides actionable practices to conquer self-doubt while maximizing your success. You'll learn to stop chasing the illusion of perfection and eliminate the barriers to your full leadership potential.

[DOWNLOAD](#)

Free Assessment

The Unf♥<kwithability Scale

Learn where you are at and how to become an **Unf♥<kwithable** leader and achieve **Intentional Greatness®**.

You will register with your name and email on LearnWorlds to take the assessment and get your results!

It's quick, painless and super fun to learn where you fall on the scale!

[LET'S DO IT](#)



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