

BREAKING THROUGH LAWYER BURNOUT

Achieving High-Level Performance

May 24, 2023



Presented by Mark Metzger

MARK METZGER

ATTORNEY & PRACTICE ADVISOR

- Mark Metzger, is uniquely equipped to help other attorneys as they build their marketing, profits, clientele, team, and ultimately their firm
- With more than 33 years of experience practicing law, Mark draws on his extensive experience in building a successful firm to help others do the same
- His success led him to become our first Adjunct Practice Advisor so that he could not only share the Atticus practice management processes that brought him success but utilize his inherent talent for teaching others
- Achievements: Built his practice to several multiples by streamlining processes and customer care and then several more by adding staff





ATTICUS™
Great Practice. Great Life.

ABOUT US

We help lawyers grow great practices
and cultivate great lives



INTENTION

Help you have a breakthrough in how you look at your peak performance and how it influences your practice

HELP US GROW: CONNECT AND SHARE

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UPCOMING WORKSHOPS AND PROGRAMS



THE PRACTICE GROWTH PROGRAM™

San Francisco

Orlando



DOUBLE YOUR REVENUE WORKSHOP™

June 23rd, Orlando

September 8th, San Francisco

November 3rd, Orlando



STRATEGIC REFERRALS— MARKETING FOR LAWYERS

June 20th, 2-3:30 pm ET

What is the most important thing
you want out of the workshop?

CHALLENGES RUNNING THE PRACTICE

Helping you and your firm
survive and thrive

3 Major challenges

- Staying focused and productive—staying on your plan and doing the highest and best use of your time
- Keeping your team focused and productive
- Finding new clients and maintaining cash flow

CHALLENGES MULTIPLIED BY STRESSFUL CASES

Helping your
clients and the
price you pay

- Secondary Trauma-
helping clients deal
with their trauma
- PTSD and the law-
keeping a “buffer” and
practice awareness

THE MASTER JUGGLER

Stress of the cases

The business

Your life



WHY DOES YOUR PEAK PERFORMANCE MATTER?

- How do you behave when you're at your best or at your worst?
- How do you perform cognitively?
 - Do you think better when you are tired?
 - Do you perform better?
- How are you at solving complex problems?
- How are you emotionally?
 - Are you quick to anger and become frustrated?
- How do you focus on growing your practice when you're burned out?

ELEMENTS OF PEAK PERFORMANCE

- Energy level
- Planning and thinking about peak performance as a strategy
- Fuel for peak performance
- Fitness and physical well-being
- Overall health status
- Spiritual and mindfulness practices
- Key relationships
- Focus and mindset

Burnout to Breakthrough™



Name: _____ Date: _____

Criteria	Burned out	Exhausted	Sustaining
	1	2	3
My energy level	I am surrounded by idiots. I am so tired, and everyone is stupid. I am burned out.	I am struggling to stay focused. Each day feels like a slog. I am frustrated.	I am okay. I think there is a possibility that things will be okay.
Peak performance strategies	My strategy is to run, hard, fast, and long until I can't run further. There must be a finish line somewhere and I will keep running until I find it or collapse.	I am aware that I may be on the verge of burnout, but I see some time off or at least have a recovery plan for a day, soon.	I am getting a balance and starting to recover my energy. I am hopeful to keep the momentum and not go backward.
Fuel for performance (nutrition)	I am working so hard that I reward myself with food indulgences like a dog that performs for a treat. My mouth is for stress relief.	Some days I treat my body like a temple. Other days I treat my body like a garbage dump. I am inconsistent and do what I can to get by with caffeine and energy drinks.	I am progressing. At least half of the time I am fueling myself with quality nutrition.
Fitness and physical well being	I have no time to exercise. I must work. I need to sacrifice for my practice. Nobody understands how important I am. My BMI is BS-I don't care.	I am making progress. Not thrilled with it, but I am starting. I have a plan to increase my fitness. My BMI is not so good.	I am doing well. I am consistently exercising. My BMI is above where I need it to be, but it is less than what it was!
Overall health or status of my health care	I am recovering from injury, illness or dealing with a medical, dental, or physical issue(s). I am in pain.	I am coming out of a health issue. I feel recovered and starting to get confidence to improve my health.	I am making progress. I have most of my medical, dental, and physical issues under control. I do have something I need to address however, I am procrastinating.
Spiritual and mindfulness practices	I got no time for this type of stuff. It is voodoo mumbo jumbo. If I did do this, I would lose my edge.	I am inconsistent. When I do practice, I feel connected to my 'why' and My Great Life lifetime legacy.	About half the time I am embracing my spiritual and/or mindfulness practice. I would like to do more, but I am happy with my progress.
Key relationships	Did I mention that I am surrounded by idiots? If everyone would do as I say, we would all be happier.	I am struggling with some of my relationships. I need to work on a few key relationships.	I am doing well. I feel like I have integrity with my most important relationships.
My focus	Every day is another day of "whack a mole" with problems and crisis. I feel like I will never get ahead and do what I want when I want to do it. I admire the My Great Life Planner™.	I know I am reactive and trying to get control of my day. I am seeing some progress. I think about 20% of my time is proactive and I do what I want when I want. I am using the My Great Life™ Planner.	I think I am getting a good balance between reactive and proactive focus. I am consistent with My Great Life Planner™.

Recovered	Peak	Prior	Now	+/-
4	5			
I am good. Energy levels are strong, and I am interested in taking on a bigger game.	I am grateful and sometimes joyful about everything. I am excited about and feeling great about the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have a good rhythm of workdays and recovery days. I crush my workdays and enjoy my recovery days.	I have peak performance focus to my days. I know which days I must perform the best and protect recovery days in advance of my performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have a nutrition plan. I know what I am eating and when. I think I am 70% consistent or higher with my plan.	I have a nutrition plan that helps me focus and perform at my peak 80% of the time or more. I understand my nutrition directly helps me perform at my peak.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am consistent with my exercise program. My BMI is in the normal range. I feel good about myself.	I am in the best shape of my life. My BMI is normal, and I can talk about my body fat with pride. I am confident in my level of fitness.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel good. I am current with all health issues and checkups. I am ahead of the game.	I feel great. I have a team of professionals, including a doctor, helping me proactively improve my health.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am consistent. I am practicing 70% of the time and feel like I am living consistently with my 'why' and my great life legacy.	I am joyful and grateful. I have a daily practice that is a cornerstone habit of my life. I feel like every day I am living my 'why' and living my great life legacy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am proactively working on my most important relationships.	I am grateful for some of the amazing relationships in my life. I continue to invest in those relationships.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am getting ahead of everything. My days and weeks are more focused. I am moving forward more than I am retreating. I use My Great Life Planner™ 80% of the time.	I understand how to structure my days, weeks, and quarters to maximize my focus. I understand that my performance is the key to driving my future. I am using My Great Life Planner™ daily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL		0	0	0

Top 3 Insights		

Top 3 Actions		

7 Strategies to Reduce Burnout



STRATEGY 1: NAME IT TO TAME IT!

NAME TO TAME



Your Most Impactful
Move



In Your Handwriting:



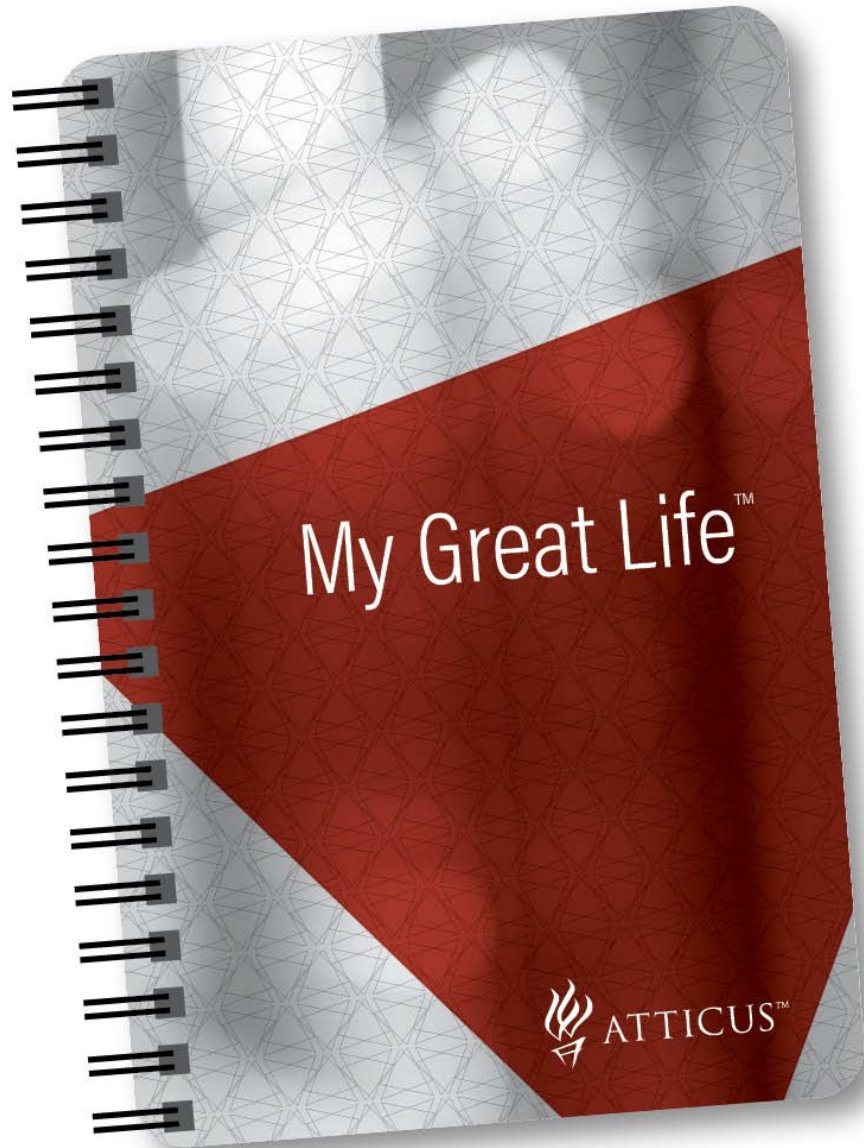
Write the Problem
out,



Then talk it out, then
write action plan




STRATEGY 2: PLAN YOUR DAY IN YOUR OWN HANDWRITING



YOUR GO EVERYWHERE COACH

<https://atticusadvantage.com/product/my-great-life-planner/>



STRATEGY 3: SCHEDULE EXERCISE

SCHEDULE EXERCISE

If you have a regular schedule, take it up a level

YouTube is an easily accessible, free resource for all kinds of workouts

Many apps and virtual classes available to choose from

If you don't have an exercise routine, start with a 20 minute walk every day





STRATEGY 4: SCHEDULE A STRUCTURED SLEEP PLAN

SCHEDULE A STRUCTURED SLEEP PLAN



Stick to a sleep schedule



Pay attention to what you eat
and drink



Create a restful environment

SATURDAY

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

**STRATEGY 5:
PLAN YOUR WEEK**

BOUNDRIES: PUT WORK IN A CAGE



Creating Boundaries
and honoring them



Hours of Work



When not to discuss
work, before and after
certain hours



No checking email or
voice mail

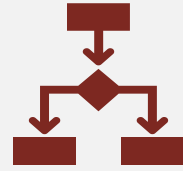


THESE ARE POSITIVE CONSTRAINTS



STRATEGY 6: DEVELOP A DAILY GRATITUDE PRACTICE

GRATITUDE



You choose it



You earn it

Conscious habits

Weekly, daily or hourly practices



It's like working out. It requires you to work vs. inertia defaults to anxiety

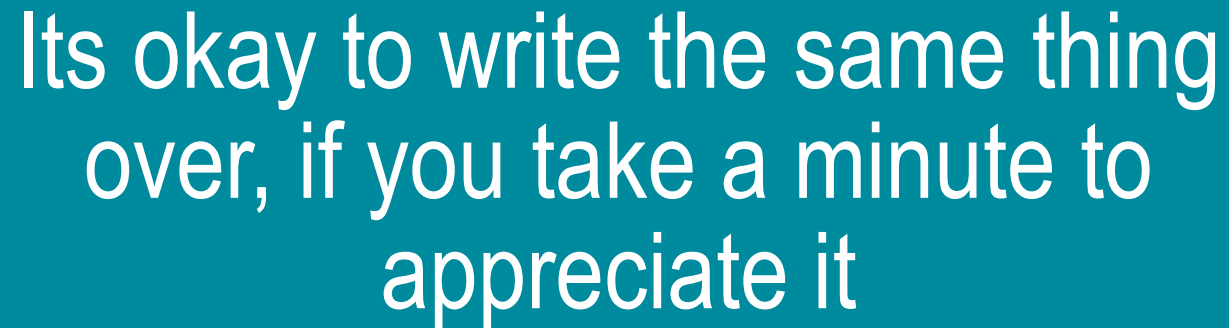


You feel happy, joyful and you have higher quality of life

GRATITUDE CHALLENGE

A green callout box with a circular end on the left side, containing white text.

Handwrite 10 a day for 100 days
in a row-1000x

A teal callout box with a circular end on the left side, containing white text.

Its okay to write the same thing
over, if you take a minute to
appreciate it



STRATEGY 7: TIME OFF FOR RECOVERY

DESIGN TIME OFF

- No Email
- No phone call
- No work
- No exceptions
- Reading a law book, business book, podcast, list serve, drafting, blogs, briefs, brochures, teaching, any thing related to work, is work!

Gold

Exercise, coffee with my wife and dogs, Xbox with kids, dinner with the family

Silver

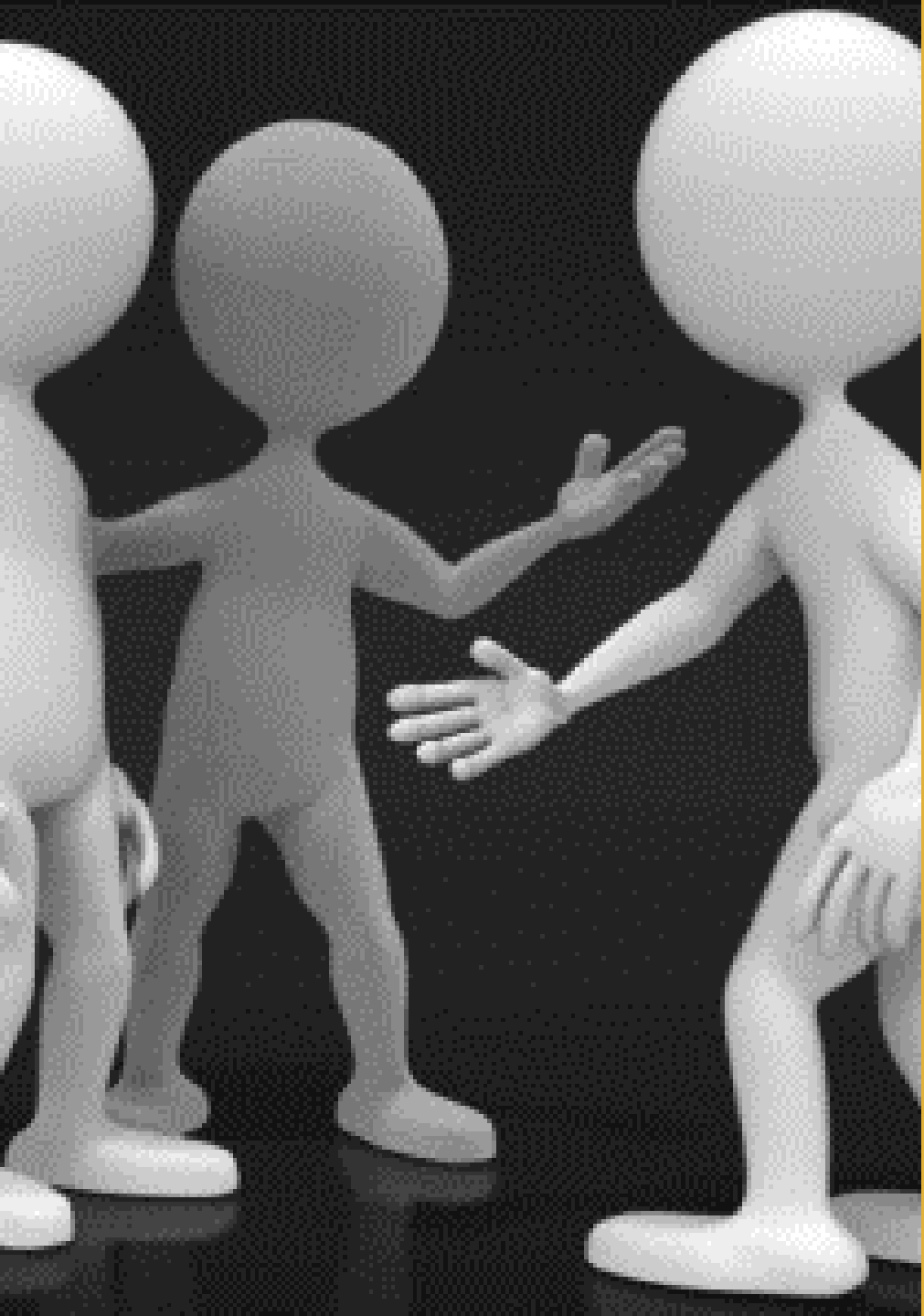
Exercise with my wife, read a novel, cook as a family, watch a movie with family

Bronze

Exercise with whole family (hysterical), family movies all day-- my wife's favorite and my least favorite

Not free time

Run errands, work around the house, chores, designed home project days



STRATEGY 8: IDENTIFYING YOUR IDEAL CLIENT

IDENTIFY/TARGET YOUR IDEAL CLIENT

Who is your ideal client?

Be clear on what you are asking

If you don't know who your ideal client is, nobody does

Investing in Your Peak Performance

COMMITMENT TO PEAK PERFORMANCE

- What would a strategic approach to your peak performance look like?
- Why would your peak performance be impactful to your law firm's peak performance?
- If you were to commit to improving your peak performance for one year, what could be the benefit to you? To your law firm?
- What would be the outcome if you created a 10-year game around it?
 - ✓ Longevity
 - ✓ Cognitive improvement

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THE BUSY LAWYER BOOSTER

SCORECARD BOOSTER

- Analyze your Burnout to Breakthrough Scorecard
- Focus on 2 strategies
- **BUILD YOUR ACTION PLAN TO BOOST YOUR SCORE**

\$149

SCORECARD BOOSTER IN 30 DAYS

- Analyze your Burnout to Breakthrough Scorecard
- Practice assessment
- 2 strategic conversations with a practice advisor
- 30-day Focus™
- Help between strategic meetings
- Coach on call—7 days a week 9:00-10:00 am ET
- **BUILD YOUR ACTION PLAN TO BOOST YOUR SCORE**

\$995

SCORECARD BOOSTER IN 90 DAYS

- Analyze your Burnout to Breakthrough Scorecard
- Practice assessment
- 6 strategic conversations with a practice advisor
- Create a 90-Day Focus™
- Help between strategic meetings
- Coach on call—7 days a week
- **BUILD YOUR ACTION PLAN TO BOOST YOUR SCORE**

\$2,495

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Final Thoughts & Questions

Thank You!



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