

Dynamic Business



Kerry Howard, workplace mental health specialist and author of How to Heal a Workplace



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“The pandemic changed many things, the way we live, work and do business. Society is more aware of mental health challenges than ever before and obligations for psychological safety have been firmly placed on business owners.

“Small businesses account for 97% of all Australian businesses. Business ownership is stressful – you wear many hats and ultimately carry the

responsibility for everyone that your business serves and supports. Stressors include lack of time, cash flow, and an inability to find good staff.

“So how can you help yourself?”

- **Priority 1 – Sleep**
Poor sleep impacts everything and high levels of stress negatively impact sleep – it’s a vicious cycle. Establish good sleep hygiene by setting hard ‘wind-down’ times and committing to them.
- **Priority 2 – Minimise Alcohol Use**
Alcohol is a common relaxation tool for business owners. I often hear how ‘it helps me relax’. Although it appears to help relax and sleep, it actually has a negative impact on sleep quality. Try other ways of unwinding – have a bath, use a natural sleep supplement and listen to sleep inducing audio.
- **Priority 3 – Task Management**
In business your attention is often on the ‘reactive’ obligations of your business and there doesn’t seem to be time for proactive planning. Taking 10-15 minutes of your day over your morning coffee to plan what your top priorities are for the day, and writing them down on paper, will help to keep you on track.

“Following these three simple keys will allow you to maintain mental clarity and improve focus, in turn enabling you to solve any challenges in your business.”