From Burned Out to Fired Up:

A Virtual Series for the NEMA Community

AMALGAMATION
COACHING + COMMUNITY

OVERVIEW

Museums are far too familiar with operating on limited budgets, immense expectations from stakeholders, and a wide range of responsibilities loaded on each staff member: the key ingredients in the recipe for burnout.

WHAT is burnout?
The World Health Organization (WHO) has recognized that burnout is a health crisis defined as:

> *"a syndrome conceptualized as resulting from chronic workplace stress that has not been sufficiently managed."*

WHY is burnout a problem?
According to Forbes' 2025 compilation of the top HR statistics and trends, **75% of employees experienced burnout during the pandemic, and the symptoms have only become exacerbated in the following years.**

The WHO's most recent global study on work-related injuries and diseases shows that **750,000 people die per year due to symptoms linked directly to burnout.** This health crisis is linked to heart disease, stroke, cancer, occupational injuries, Alzheimer's, and cirrhosis.

What is the solution?
Surprisingly, "work-life" balance is not the solution. Instead, this burnout prevention program uses a framework that addresses the root cause of burnout and cultivates long-term solutions for both individuals and organizations.

PROGRAM STRUCTURE

Sessions will take place virtually* in a **small group coaching format**, facilitated by Jessica Crowley, Certified Leadership Coach, and Founder of Amalgamation Coaching. It includes corresponding assignments to help participants stay accountable to the work and integrate the theories into real-life applications. Participants will connect with other museum professionals on the challenges they're facing, and the strategies they find successful throughout the process. While each session is progressive and builds on the last, participation in all five is *not* mandatory; attendees may participate in any session that aligns with their busy schedule throughout 2025:

1

360 Burnout Assessment:
A holistic inventory: what depletes you & what energizes you
Tuesday, April 15
12:00-1:00pm

2

Self-Compassion:
Why it's important & how to consistently cultivate it
Tuesday, June 10
12:00-1:00pm

3

Core Values:
A nontraditional approach, plus ways to meaningfully integrate them in your life
Tuesday, September 9
12:00-1:00pm

4

Boundaries:
Redefining what they are & how they can protect your values
Tuesday, October 7
12:00-1:00pm

5

Stronger Together:
Working with others to create meaningful systemic changes
November 5-7, 2025 *(date and time TBD)*
In-person at the NEMA Annual Conference

INVESTMENT

FREE for the NEMA Community!

The only investment is participants' time. Between each session, participants will complete a chapter of the corresponding electronic workbook (approximately one hour of work per chapter) for a total of approximately ten hours over the course of nine months.

INTENDED OUTCOMES

Each session will support the development and optimization of participants' values and goals, thereby increasing their workplace effectiveness and satisfaction, and decreasing symptoms of burnout. Participants will cultivate new tools, skills and mindsets, actively practice and demonstrate this knowledge in both their personal and professional lives and engage in objective accountability exercises with their coach/program facilitator.

MUTUAL BENEFITS

In addition to ameliorating the health risks associated with burnout, this program's framework also provides three core mutual benefits to employees and the organizations they serve:

1. **Judicious Financial Management:**
   Burnout is proven to negatively impact organizations' bottom-line. Consider the costs of:
   - **Attrition:** High turnover rates cost time and money to recruit, hire and train the next person.
     "Many employers estimate the total cost to hire a new employee can be three to four times the position's salary" (*The Real Costs of Recruitment* | SHRM).
   - **Quiet Quitting:** Productivity declines when people experience burnout. Managers often mistake these employees as complacent, unmotivated, and/or lacking innovation.
   - **Toxic Complaining:** Burnout leads to chronic complaining without problem-solving, which is contagious and creates a toxic work culture (*Managing Chronic Complainers* | Psychology Today).

2. **Employee Engagement & Productivity:**
   Participants will actively engage in leadership coaching, which research has shown has significant impacts on workplace performance including:
   - Outperforming peers by 27%
   - 25% more engaged
   - Applying 18% more effort
   - 25% less likely to leave

   **Sources:* Gallup, Korn Ferry, The Biz Group, Goleman & Boyatzis, *Organizational Management Journal*

3. **Diversity, Equity & Inclusion (DEI) Goals:**
   Burnout Prevention is the new DEI. Why?

   The most effective DEI initiatives focus on **establishing increased levels of psychological safety, trust, and belonging** (Lily Zheng, *DEI Deconstructed*). Burnout prevention strategies get to the core of these intended outcomes.

   Research shows that until the root cause of burnout is addressed at both the individual and organizational levels, *"true systems change will not be possible"* (Dr. Pooja Laksmin, *Real Self-Care*).

ABOUT YOUR BURNOUT PREVENTION COACH / PROGRAM FACILITATOR

Jessica Crowley, *MA, CPC*
Founder, Amalgamation Coaching
Burnout Prevention Trainer | Speaker | Coach

Jessica Crowley is no stranger to the effects of burnout.

She's personally experienced it in three different industries, most recently as the Director of Human Resources at a living history museum. Throughout the COVID pandemic, she led the museum's health & wellbeing initiatives, chaired the Inclusion, Diversity, Equity & Accessibility (IDEA) Task Force, and managed the volunteer and internship programs—while simultaneously navigating her roles at home as parent and teacher's assistant. Burnout was inevitable.

In the process of navigating her own burnout, Jessica began noticing signs of it in other people, and realized it's an issue that affects almost all of us, whether we realize it or not. In fact, as a Certified Leadership Coach and Trainer, the most common theme she sees across all industries and leadership levels is burnout.

Through these experiences, Jessica set out on a mission to address this cultural epidemic. Her Burnout Prevention Program goes beyond the traditional "work-life balance" approach that eludes approximately 100% of the population. Participants leave with a set of customized strategic tools that build values-aligned boundaries and success both personally and professionally. ***Just as complaining is contagious, so too are the antidotes to burnout; those who are actively putting in this work create positive ripple effects within their workplaces***.

Jessica graduated with honors with an M.A. in education from Boston College, and a B.A. from Mount Holyoke College. She brings more than 15 years of experience as a Certified Professional Leadership Coach (Institute for Professional Excellence in Coaching, ICF Accredited).

ADDITIONAL RESOURCES

SPEAKING & WORKSHOP FACILITATION TOPICS:

- *The Art of Productive Complaining*
- *Building Success without the Hustle & Grind Culture*
- Custom-designed topics based on the unique challenges of each organization

NEWSLETTER

Subscribe to *Amalgamation's Free Monthly Newsletter* for additional coaching tools, tips and resources.

COACHING

Coaching sessions are available in one-on-one, small group, and team-based formats.

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