



COMPOUNDING PHARMACY
OWNER SUMMIT
MARCH 19-21, 2026 | AUSTIN, TEXAS

Beyond Burnout

The Neuroscience of Resilience in High-Performance Cultures

Jonathan Hetterly, MA, LCMHC

Licensed Clinical Mental Health Counselor
Jonathan Hetterly LLC

1

Burnout Is Now a Leadership Issue

Entrepreneurial Burnout Rates	Recent Burnout Cases
70%	60%
of entrepreneurs report experiencing burnout	have experienced burnout in the past month



2

Two Different Burnout Profiles

Regular Burnout

- Workload-driven
- Early disengagement

High-Achiever Burnout

- Identity-driven
- Delayed detection
- Quiet erosion

High achievers don't burn out sooner—they burn out deeper.



3

Why High Performers Miss Warning Signs

1

High Distress Tolerance

Ability to withstand difficult situations can prevent them from recognizing when help is needed.

2

Productivity Masks Damage

Consistent high output can hide underlying issues, making problems seem less urgent.

3

Culture Rewards Over-functioning

Work environments that praise constant high effort can inadvertently encourage unhealthy patterns.

The traits that fuel success also delay intervention.



4

The Cost of Ignoring Burnout

 <p>Up to 40% decline in productivity</p> <p>Significant decrease in output and efficiency.</p>	 <p>Impaired executive judgment</p> <p>Reduced ability to make sound decisions.</p>	 <p>Reduced creativity</p> <p>Diminished innovative thinking and problem-solving.</p>	 <p>Increased error rates</p> <p>Higher likelihood of mistakes and oversights.</p>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

In regulated industries, diminished cognition becomes a compliance and quality risk.



5

RECOVERY

WHAT ACTUALLY WORKS



6

Burnout Recovery Is Not Time Off

- Rest does not equal repair
True rest involves more than just stopping work; it requires active recovery and restoration.
- Insight does not equal change
Understanding the causes of burnout is the first step, but it doesn't automatically lead to sustainable changes.
- Time off does not equal system redesign
Taking a break can provide temporary relief, but it doesn't address the underlying systemic issues that contribute to burnout.

Burnout is a systems failure, not a stamina problem.



7

Recovery Follows a Sequence



Skipping stages increases relapse risk.



8

Stabilize the Physiology First

The 3 Non-Negotiables

Sleep consistency

Maintain a regular sleep schedule to support nervous system recovery.

Urgency reduction

Minimize perceived time pressures and deadlines to lower stress.

Decision containment

Limit the number of decisions made to conserve mental energy.

You cannot make high-quality decisions from a depleted nervous system.



9

Sleep Is a Performance Lever

Sleep Consistency is more critical for performance than total duration.

1

Optimal Sleep Schedule

Aim for 7-8 hours of sleep within a consistent nightly window.

2

Pre-Bed Buffer

Establish a 90-minute buffer zone before sleep to wind down.

3

Avoid "Catch-Up" Sleep

Do not rely on sleeping longer on weekends to compensate for weekday deficits.



10

Reduce Urgency and Decision Load

- Identify False Urgencies**
 Actively question tasks or requests that create a sense of immediate need but do not have significant consequences if delayed.
- Cap Same-Day Decisions**
 Set a limit on the number of significant decisions that can be made within a single day to prevent decision fatigue.
- Delay Non-Critical Decisions 24 Hours**
 Implement a mandatory 24-hour waiting period for decisions that are not time-sensitive to allow for more thoughtful consideration.

Metric: Energy at the end of the day



11

Reduce Cognitive Drain

Batch Decisions

Group similar decisions together to process them efficiently.

Delegate Outcomes, Not Tasks

Empower others by assigning desired results rather than specific instructions.

Default to "Good Enough"

Avoid overthinking and aim for satisfactory results instead of perfection.

Burnout is often a decision-density problem.



12

Subtraction Is Faster Than Addition

- **Remove: One meeting**
Reducing meetings can improve focus and efficiency.
- **Remove: One responsibility**
Delegating or eliminating tasks frees up valuable time.
- **Remove: One expectation**
Setting realistic expectations prevents burnout.

Recovery accelerates when friction is reduced.



13

Replace High-Cost Coping Strategies

Common Patterns

Includes sleep deprivation, overwork, and reliance on alcohol or stimulants.

Rule for Replacement

Seek alternatives that provide the same relief but at a lower cost (physical, mental, or financial).

These are learned coping strategies, not inherent character flaws.



14

Fix the System That Caused Burnout

Burnout returns when identity stays unchanged.
Without structural change, exhaustion simply reappears in a new form.



15

Expand Identity Beyond Output

- **More Than Performance**
Recognize that your value and sense of self extend beyond professional achievements and output.
- **Schedule Non-Productive Mastery**
Set aside time for activities that build skills or knowledge, even if they don't directly contribute to current work tasks.
- **Diversify Competence Sources**
Cultivate expertise and engage in activities across various domains to build a richer, more resilient sense of self.

Metric: Weekly non-work identity time



16

Boundaries Protect Performance

- **Define 2 non-negotiables**
Establish clear, firm limits that will not be compromised.
- **Enforce consistently**
Apply boundaries uniformly to maintain their effectiveness.
- **Communicate clearly**
Ensure everyone understands the boundaries.

Boundaries are a risk-management strategy.



17

PREVENTION & LONGEVITY



18

Burnout Is a Lagging Indicator

- 1 **Damage accumulates quietly**
The negative impacts of burnout build up over time without obvious signs.

- 2 **Prevention must be proactive**
Strategies to prevent burnout need to be implemented before symptoms arise.

By the time symptoms appear, performance has already shifted.



19

Redefining High Performance

- 1 **Energy vs. time**
Prioritize energy management over strict time allocation.

- 2 **Consistency vs. intensity**
Focus on sustained effort rather than sporadic bursts of high intensity.

- 3 **Longevity vs. short-term output**
Emphasize long-term sustainability and endurance over immediate results.

- 4 **Health as KPI**
Integrate health metrics as key performance indicators for sustainable success.

Sustainable performance outperforms heroic effort over time.



20

Final Reframe

“Burnout doesn't mean you're weak.
It means you were strong without restoration. The real
question is not whether you can sustain this pace — it's
whether you want to sustain it for
the next decade.”



21

**High performance and mental health
are not opposites. When aligned
correctly, they reinforce each other.**



22

Contact Information

Jonathan Hetterly, MA LCMHC

jonathan@jonathanhetterly.com

704-942-1740

