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FOR IMMEDIATE RELEASE

NEW BOOK ADDRESSES REAL CAUSES OF EMPLOYEE **BURNOUT;
PROVIDES LEADERS WITH PRACTICAL SOLUTIONS TO OVERCOME IT**

Employee burnout is not new, nor is it specific to any one industry. Many leaders have noticed that while employees typically start off strong in a new job, somewhere along the line the motivation wanes and productivity and morale start to slip. The question is... why?

In his new book, *The Myth of Employee **Burnout***, Matt Heller outlines his quest to get past the *myth*, or the false, popular beliefs we have about why burnout happens, to uncover the true situations and circumstances that lead to an employee being unmotivated and unproductive. He discovered that the usual suspects of causes are really not to blame, and that what leaders really need to do is take a good look in the mirror.

“[As a leader], you are the single greatest influence on the environment that your employees occupy while at work. You are the architect, foreman, builder and inspector. You may be directly or indirectly responsible for causing an employee to burnout, but that also means you can fix it. That’s the good news, but that doesn’t mean it’s easy.”

*Excerpt from The Myth of Employee **Burnout***

*The Myth of Employee **Burnout*** explores how every facet of the ‘employee lifecycle’ (from recruiting to termination) can play a role in determining if an employee will continue working at a high level or not. Mr. Heller then gives practical and strategic steps a leader can take in order to reverse the effects of burnout, or eliminate it altogether.

“Just like dieting, there is no magic pill that will immediately make a team (amusement park employees, military platoon, high school baseball team... it doesn't matter) active and engaged. In this book, the author instead expects the Leader to take control of how their team is performing and then shows them why and how they can improve. He



examines cause-and-effect in a logical way that shows you how you can expect more, do more, and be more for your team. His writing style is simple and easy to understand, so you feel almost like you are in the room with him while you're reading. He uses anecdotes and personal experience to present the material in a comfortable way. Great read for anybody who wants to build a better team and see better results in their field." -

Christysuelouise – Amazon reviewer

The Myth of Employee Burnout is available in paperback and Kindle versions from Amazon.com, and special orders (multiple or signed copies) can be made through www.performanceoptimist.com.

Training workshops based on the material in the book are also available.

"I continue to use your teachings on a daily basis, whether it's in regards to our "motivation levels" to combat employee burnout, or just on day-to-day recognition and ways to compliment employees on what they are doing right. Overall this season has been such a success "guest compliment-wise", and I am convinced it is because of your help."

Steve Gioe, Operations Manager for Sodexo at Canobie Lake Park
Attendee at *The Myth of Employee Burnout* workshop

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Matt Heller wasn't always an author... he spent 23 years in the trenches at amusement parks and theme parks all over the United States, learning what works and what doesn't when it comes to leading and motivating employees. He has experienced burnout in himself and others, and has figured out what it really takes to overcome it, no matter what industry you work in. In 2011, Matt created Performance Optimist Consulting, and now helps leaders across the world make sure they are getting the most out of themselves and their teams. He does this through on-site training, individual coaching, and by sharing leadership lessons on his blog (leadertips.wordpress.com).

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For more information on Performance Optimist Consulting or *The Myth of Employee Burnout*, please call 407-435-8084, or visit www.performanceoptimist.com.