

Employee Burnout

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Sometimes employers can't see the forest from the trees. This is often the case when it comes to the work environment, including workplace policies, and their impact on employee productivity and retention.

In the rush to perform necessary tasks and stay ahead of the daily curve, employers often neglect the importance of creating a motivated and engaged workforce, and undercut their own goals in the process.

These are vital matters because less productive workers mean higher operating costs and lower profit. And replacing workers who are fired or leave voluntarily is costly, impacting productivity and operating margins.

A recent [article](#), from Inc.com citing the Towers Watson 2012 Global Workforce Study, concerns new research which concludes that the most important thing "is a work environment that more fully energizes employees by promoting their physical, emotional and social well-being."

An [article](#) in the Harvard Business Review also notes the Towers Watson study and its conclusion that:

organizations must create policies and practices that make it possible for employees to better manage their workload, live more balanced lives and exercise greater autonomy around how, when, and where they get their work done. Policies focused on flexibility and working remotely contribute to a more energized workplace, we've found, and so does setting organization-wide boundaries around the length of meetings and the hours during which people are expected to respond to email.

It is clearly cheaper and more productive to maintain a trained workforce than to burn out employees, leading to increased turnover. A study from the Center for American Progress (11/16/12) demonstrates this fact, finding that "[f]or all positions except executives and physicians . . . the typical (median) cost of turnover was 21 percent of an employee's annual salary." [see: [There Are Significant Business Costs to Replacing Employees \(Article/Report\)](#)]

The bottom line is clear. If you want productive workers and a stable workforce to reduce expense, maximize operating efficiency and profit, you need to create the proper work environment, one that sees beyond the day-to-day rush and values policies that support the health and well-being of your most important asset – your workers.

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