

## Headline suggestions:

How are you going to tackle workplace burnout in 2022?

Tips On How To Prevent Professional Burnout

## Copy:

Hello [[forename]],

[76% of employees](#) state that they experience workplace burnout on a semi-regular basis.

Professional burnout has become a key issue that employers must look to combat as it's responsible for 20% - 50% of employee turnover. A workforce that is pushed to its limits is incapable of operating at maximum capacity, which can hinder the entire business.

If you would like to help rid [[company name]] of burnout in 2022, then you are in luck - Well\_Lab is here to help. A joint venture between Wellcome Trust and Brink, the behaviour innovation specialists, Well\_Lab is on the hunt for pioneering organisations that want to banish burnout to the history books.

*Beating Burnout* is a groundbreaking programme, which identifies the driving factors behind workplace burnout. You and your company are supported by a team of experts over six months to implement a three step plan:

- **Burnout Audit:** gain a better understanding of your organisation, by using bespoke research tools to diagnose burnout
- **Burnout Labs:** experiment with multiple strategies, and assess which can be successfully implemented into your organisation
- **Implementation:** with the help of Well\_Lab's experts, apply and scale the chosen strategy to your business needs

This landmark programme marks the chance for [[company name]] to establish itself as a leading innovator in the wellbeing space. If you [sign-up](#) to become one of the 5 Founding Members, you will have the chance to collaborate with like-minded trailblazers and industry leaders, with the aim of developing strategies that effectively promote wellbeing in the workplace.

Our team would be thrilled to explain more about what the programme entails, do you have time in the next few weeks to arrange a call to discuss further?

Thanks,

Charlie