



# Burning Bright Vs. Burning Out – Which Path Are You On?

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Are you a business leader or owner who is spending their health in pursuit of wealth? Do you also believe that people are your organization's number one asset, or do you recognize that it is really healthy people who are an organization's number one asset? Is it not standard practice to have in place a risk mitigation strategy for our key assets, and should this not include our people assets? While business is often fun and dynamic, it is not without its stresses and these, over time, have a way of diminishing both our psychological and physical wellbeing.

Quite simply, this puts both our personal and professional corporations at enormous risk. While life or critical illness insurance policies have a role to play in business risk mitigation, they often simply ensure that the beneficiaries have a good time after we are gone. You see, as a policyholder I actually have "death insurance" and my wife who is the beneficiary actually has the life insurance. So, while most companies have the death side covered quite nicely, it is time to start taking about de-risking our businesses by funding the life and performance side to the same degree.

How do we de-risk our businesses and ensure that our top talent stays healthy and is able to perform at a high level on a sustained basis? I would like to suggest two avenues that should form part of every leadership team's risk mitigation approach.

## Step 1 in de-risking your business

Step one involves participating in an annual executive health assessment that is anchored in prevention and early detection. This step is an essential one to de-risking a business as it reduces the likelihood that an organization's

leaders get derailed by a health issue. While preventing all diseases is not always possible, the early detection of disease provides you and your care team with many more options to get desirable outcomes.

Of course, the best case is to prevent illness from occurring in the first place. I must admit that with the rapidly changing business landscape and the recurrent dialogue regarding an exponentially changing world, I worry about our business leaders and their ability to change their behaviors fast enough to stay healthy and sustain a high level of performance.

## Step 2 in de-risking your business

The second step is to adopt behaviors that align with becoming corporate athletes. These behaviours involve recognizing the performance-enhancing benefits of optimizing and harmonizing our capacities within the physical, emotional, mental and spiritual behavioral pillars. The adoption of these behaviors requires us to recognize the value of oscillating between phases of energy expenditure and energy recovery.

Becoming intentional about completing annual executive health assessments and adopting corporate athlete-like behaviours helps to ensure that our personal end game is one where we burn bright, and this is good for business. When we burn bright, we are also better able to create a world of abundance for ourselves and those we serve.

If you would like to explore these practices further, please feel free to call me at Copeman Healthcare. [B](#)