



Practice Growth **MASTERMIND**

From Burnout to Brilliance - Why NOW is the Best Time for Your Practitioner Pivot



**Presented by:
Tammy Guest,
Business Mentor
for Practitioners**





Burnout to brilliance – Why now is the time

WWW.TAMMYGUEST.COM

Acknowledgement





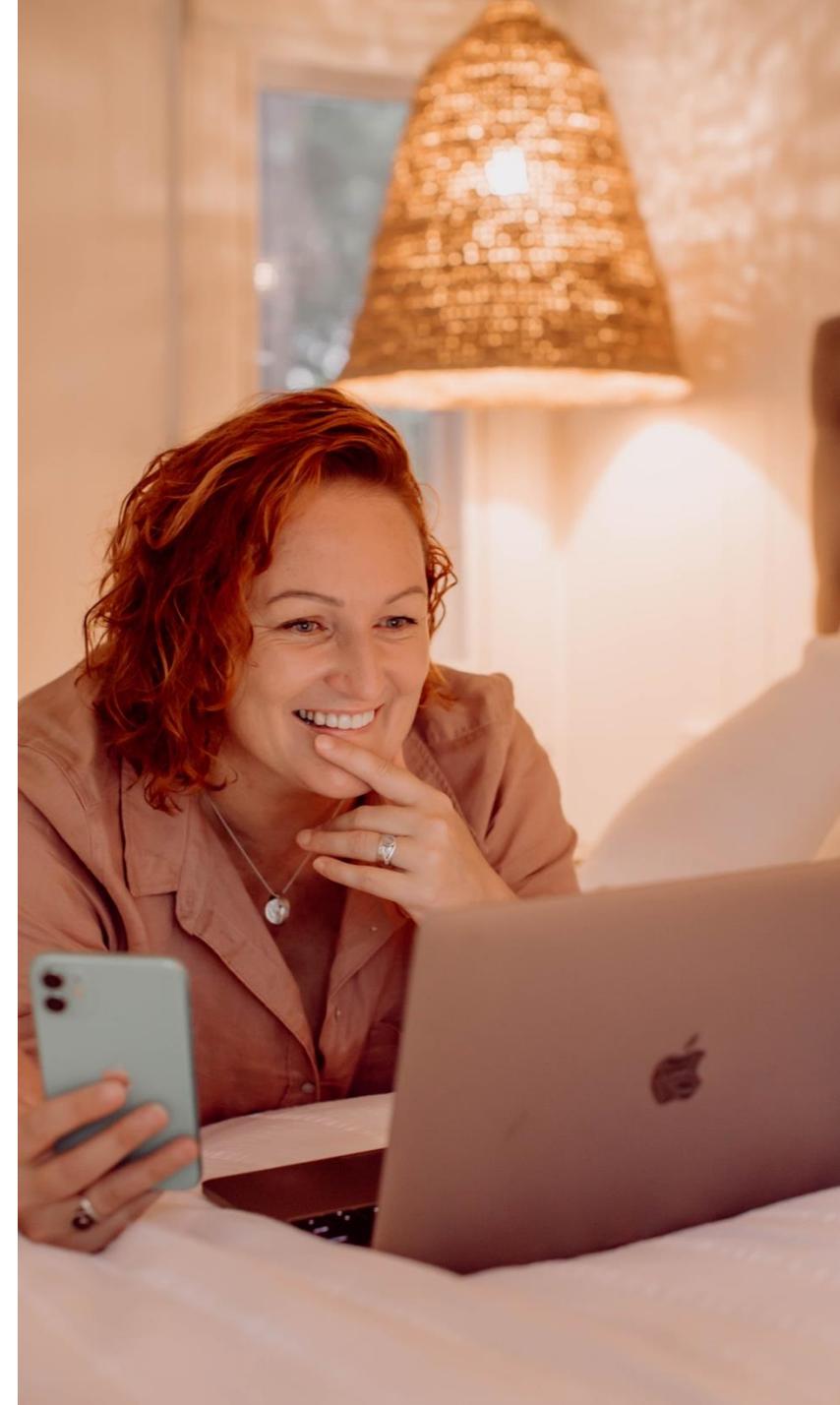
Pivot to your purpose – Why Now?

- Future Forward Thinking
- Burnout to brilliance
- Ditch the brules – work smarter not harder
- Let tech lighten the load
- Becoming ADEPT is easier than ever
- Natural Medicine Practitioners + Tech = A new future
- No need to do it alone anymore.

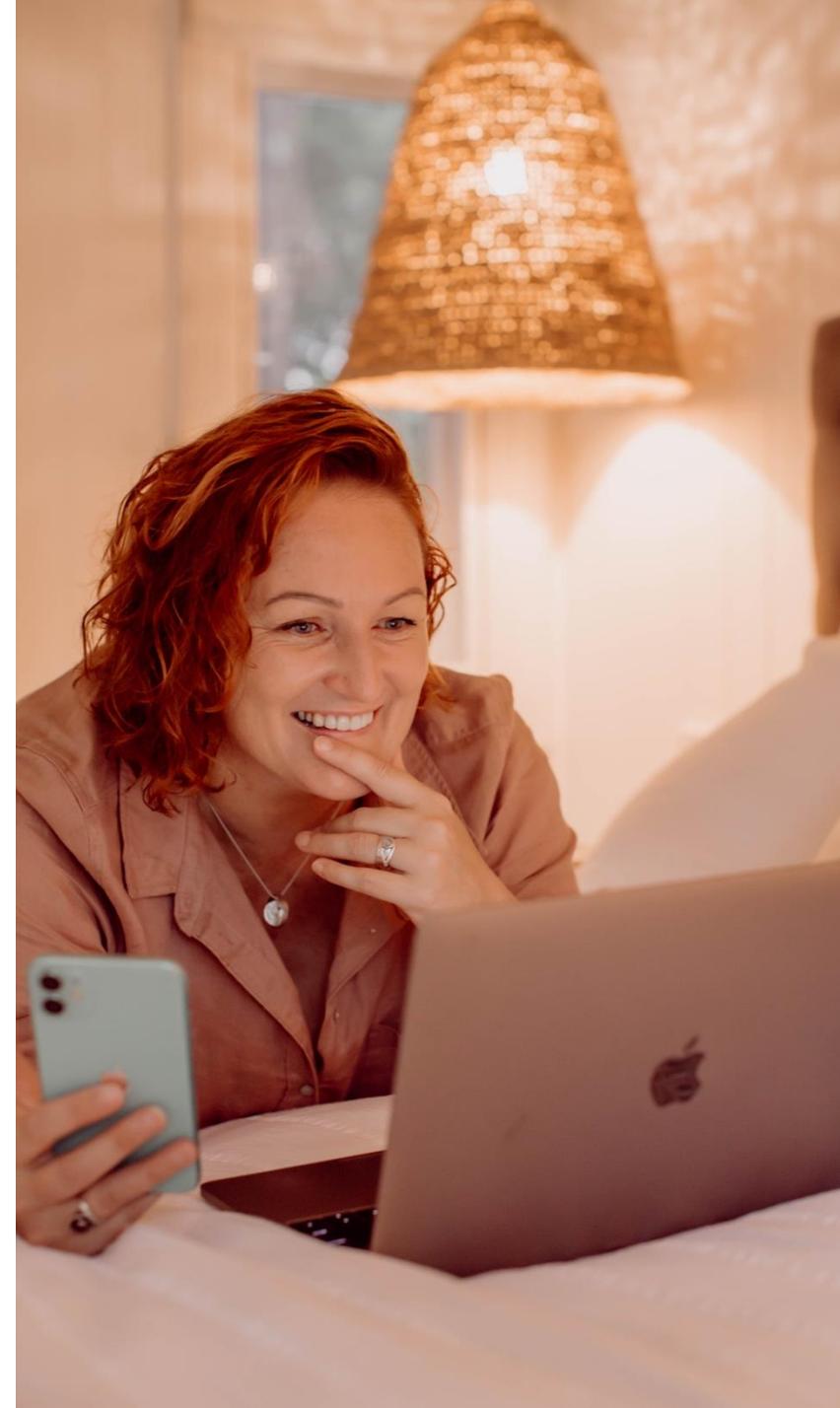


Paradox of burnout and satisfaction:

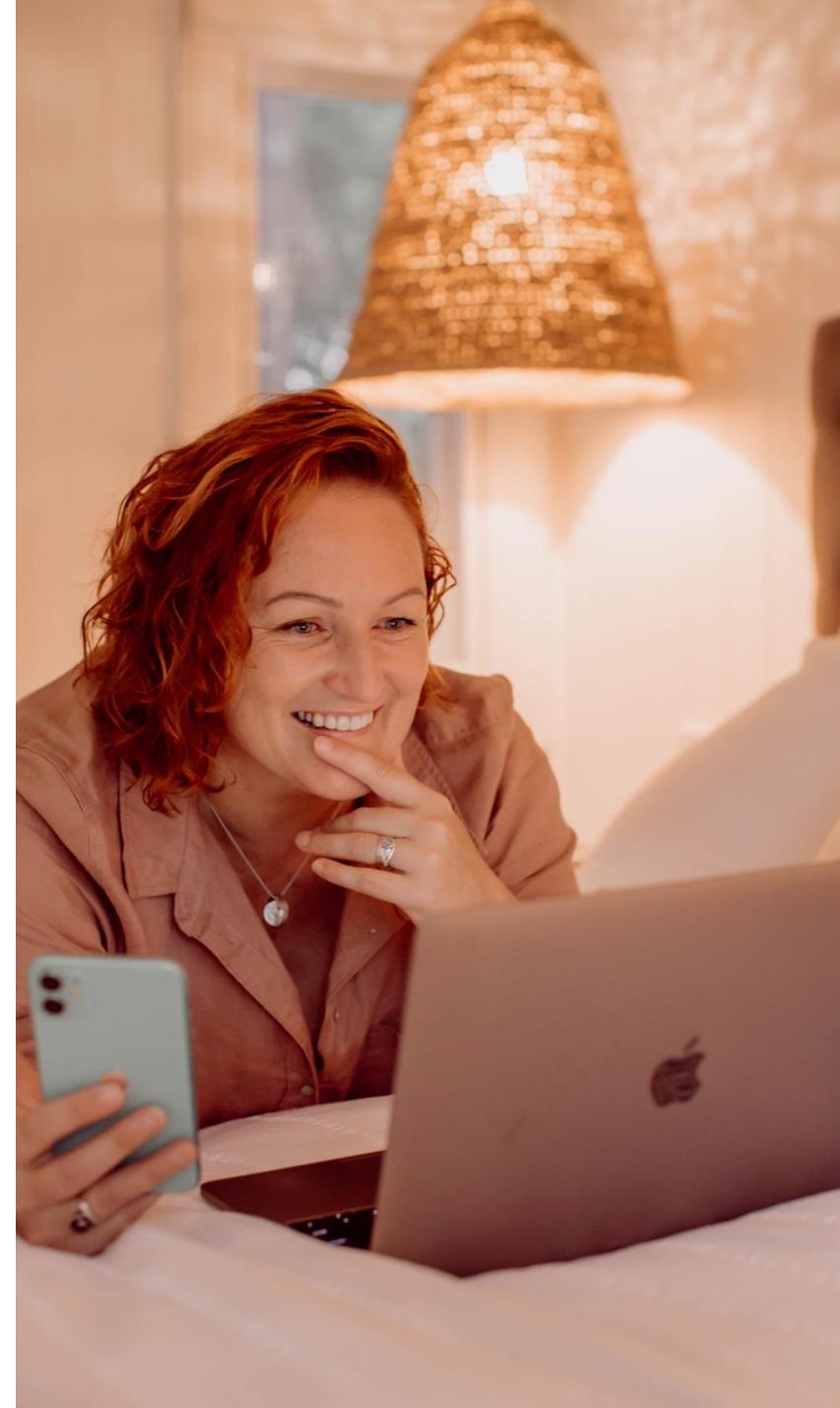
- 97% Report Significant Stress
- 4.74/5 Satisfaction Level
- 62% Experience Burnout
- 4.43/5 Career Satisfaction
- 46% have thought about leaving, evidencing real retention challenges.



- **The Passion-Burnout Paradox**
- Our research identifies a remarkable phenomenon where practitioners experiencing burnout (62%) simultaneously maintain exceptionally high career satisfaction (4.43/5) and deep professional engagement. This paradox illustrates how profound professional purpose can coexist with significant personal strain, creating both strength and vulnerability in healing practitioners.
- *"The more deeply I care and the more fulfilled I feel in my work, the more I need to guard against exhaustion. It's like two sides of the same coin - my passion both sustains and challenges me." - Mid-career practitioner*



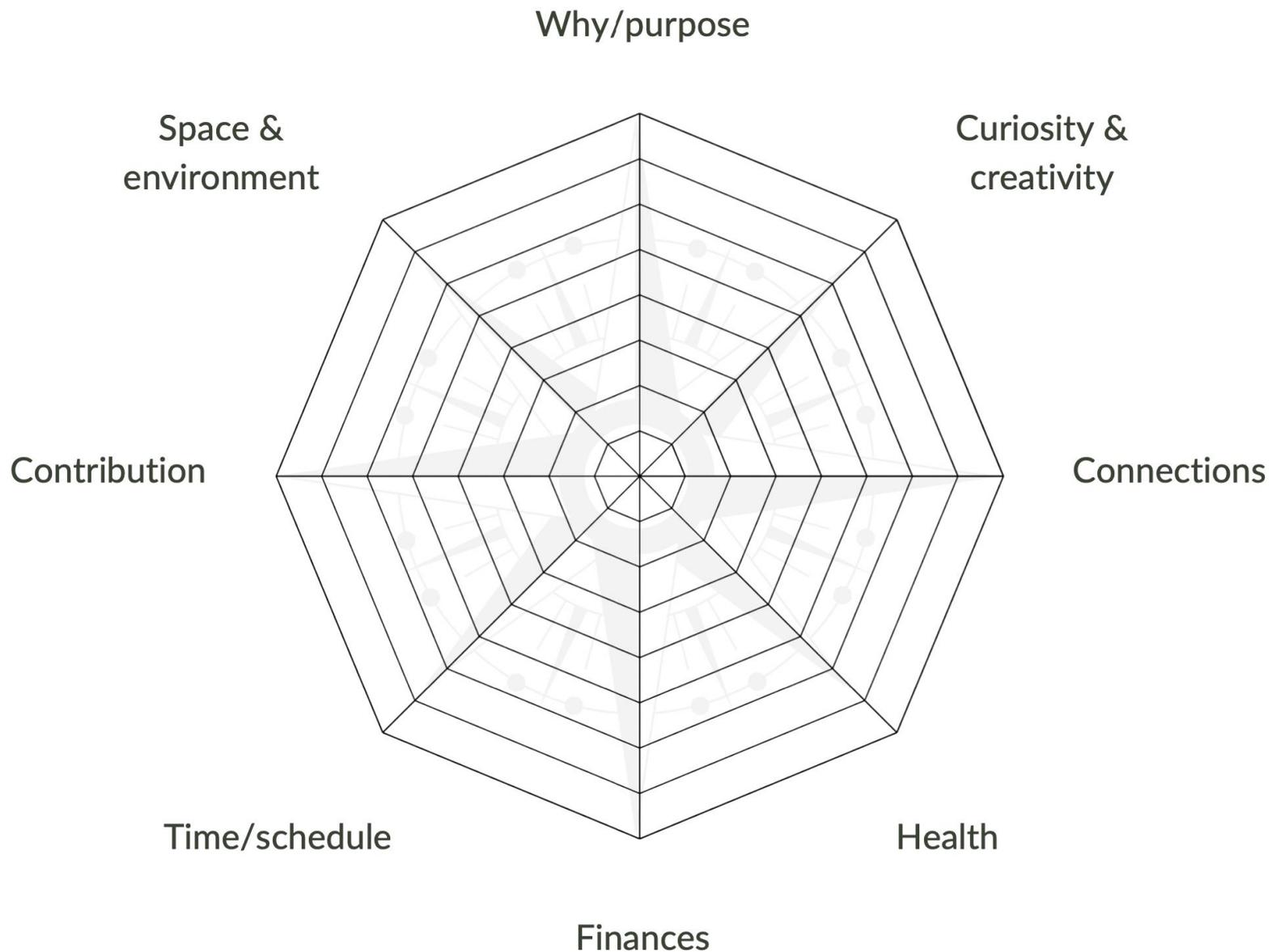
Implementation Area	Small Practice	Medium Practice	Large Practice
Technology Integration	Basic automation (15-20% investment)	Comprehensive systems (20-25%)	Enterprise solutions (25-30%)
Professional Development	Core skills (10-15%)	Advanced training (15-20%)	Leadership focus (15-20%)
Support Systems	Basic network (10-15%)	Integrated support (15-20%)	Comprehensive framework (15-20%)



Internal Compass:

What's not working?

What makes you come alive?



Ditch the Brules

Brule: ‘Work harder to succeed’

Fuel: Scientist predicted 50% of our tasks could be automated, since 2021 they now believe 70% can

So: ‘Work smarter, not harder to succeed’



More brule busting

Brule: AI is making us less human, it will take our jobs

Fuel: Increase our humanness - there is no point in wasting humanness on things that can be automated.



More brule busting

Brule: You can't 'trust' AI

Fuel: Only half of all women trust AI, compared to 70% men. AI is increasing your productivity by 40%. So, the power and influence are in the hands of a few, and we need feminine-led, empathy-infused health wisdom.



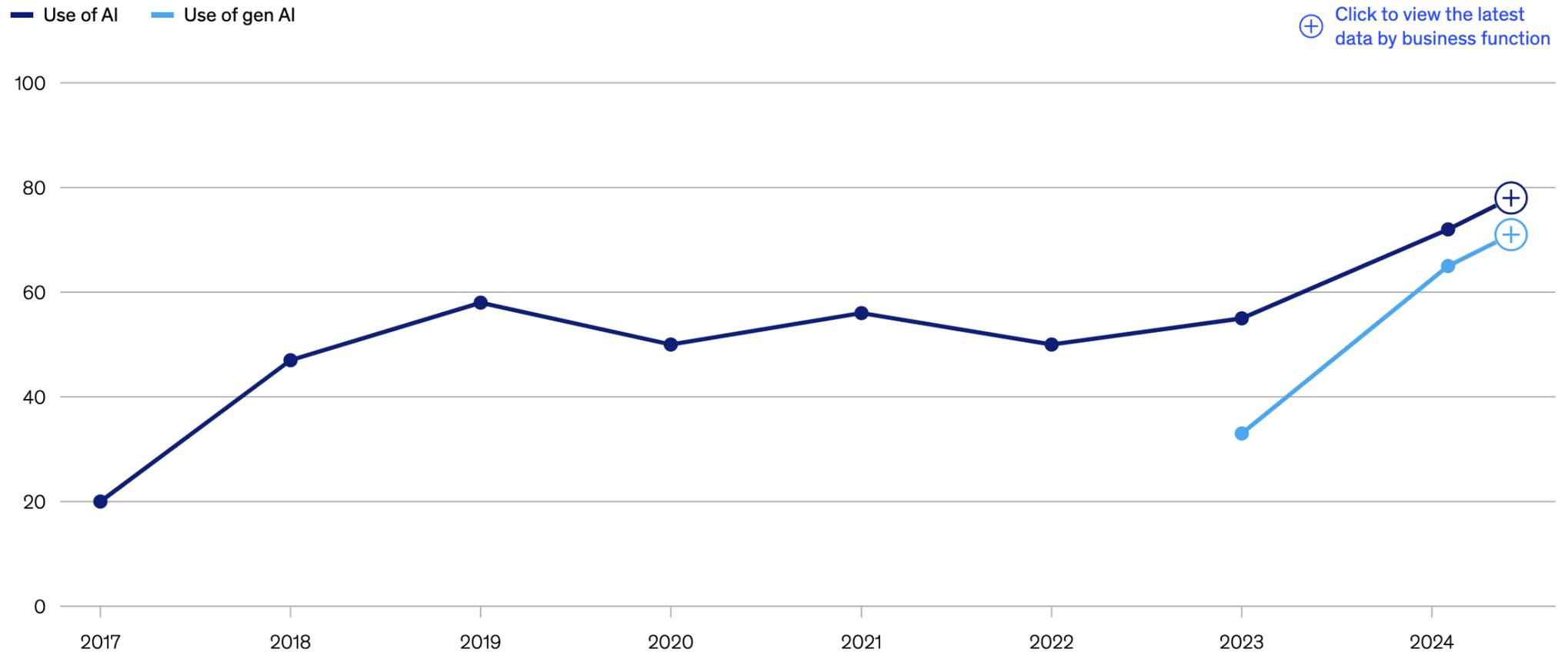
Why NOW?

- Saving 10 hours a week by setting up AI automations
- Save money - access cheaply, runs 24 hours a day, (AI systems dont need to change whether its one email or 10,000 emails)
- You can learn and ideate exponentially easier and quicker, freeing up time to do more humanning



Organizations' use of AI has accelerated markedly in the past year, after years of little meaningful change.

Organizations that use AI in at least 1 business function,¹ % of respondents

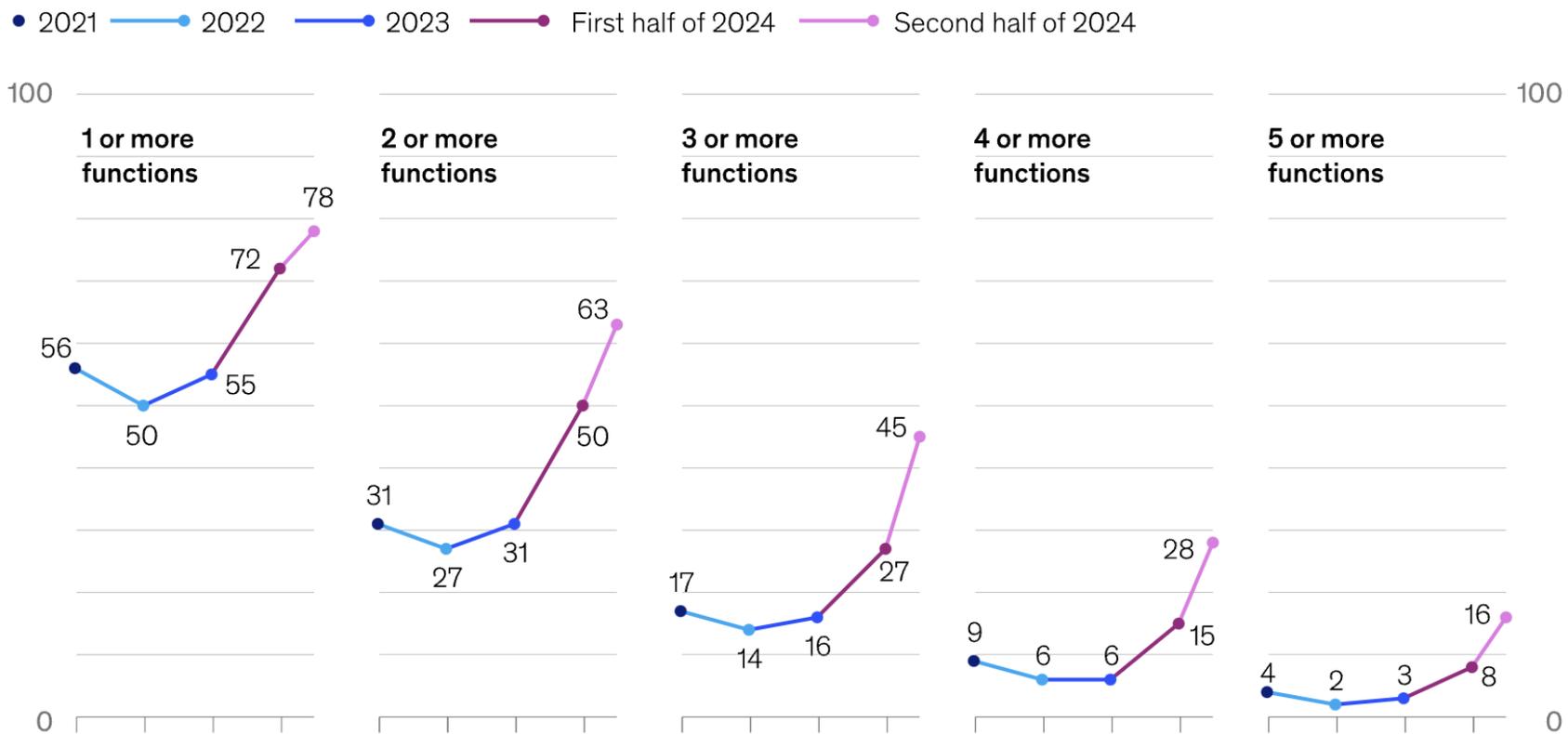


¹In 2017, the definition for AI use was using AI in a core part of the organization's business or at scale. In 2018–2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function.

Source: McKinsey Global Surveys on the state of AI

Organizations are increasingly using AI in multiple functions.

Business functions at respondents' organizations that are using AI,¹ % of respondents



¹In 2021, n = 1,843; in 2022, n = 1,492; in 2023, n = 1,684; in Feb–Mar 2024, n = 1,363; in July 2024, n = 1,491. The survey question asks about 11 functions: HR; IT; manufacturing; marketing and sales; product and/or service development; risk, legal, and compliance; service operations; software engineering; strategy and corporate finance; supply chain/inventory management; and other corporate functions (eg, knowledge management).

Source: McKinsey Global Surveys on the state of AI, 2021–24

McKinsey & Company

Australian Economic benefits

The increasing global adoption of AI, as highlighted by McKinsey, is mirrored in the Australian market. Approximately 49% of Australians reported using Generative AI in the last year, showing a significant increase from 38% in 2023. Moreover, 74% of Australian AI users are leveraging the technology for work-related purposes. To maintain a competitive edge in the global landscape and to fully capitalise on the projected economic benefits of AI in Australia, estimated to reach up to \$600 billion annually by 2030, Australian businesses should continue to advance their AI adoption strategies.

What is AI/ GenAI

LLM's

Pattern recognition and association

Work experience kid or Intern

Feedback loop

400 million users a week



What it is not

NOT Magic

NOT Human

NOT Accurate or Perfect

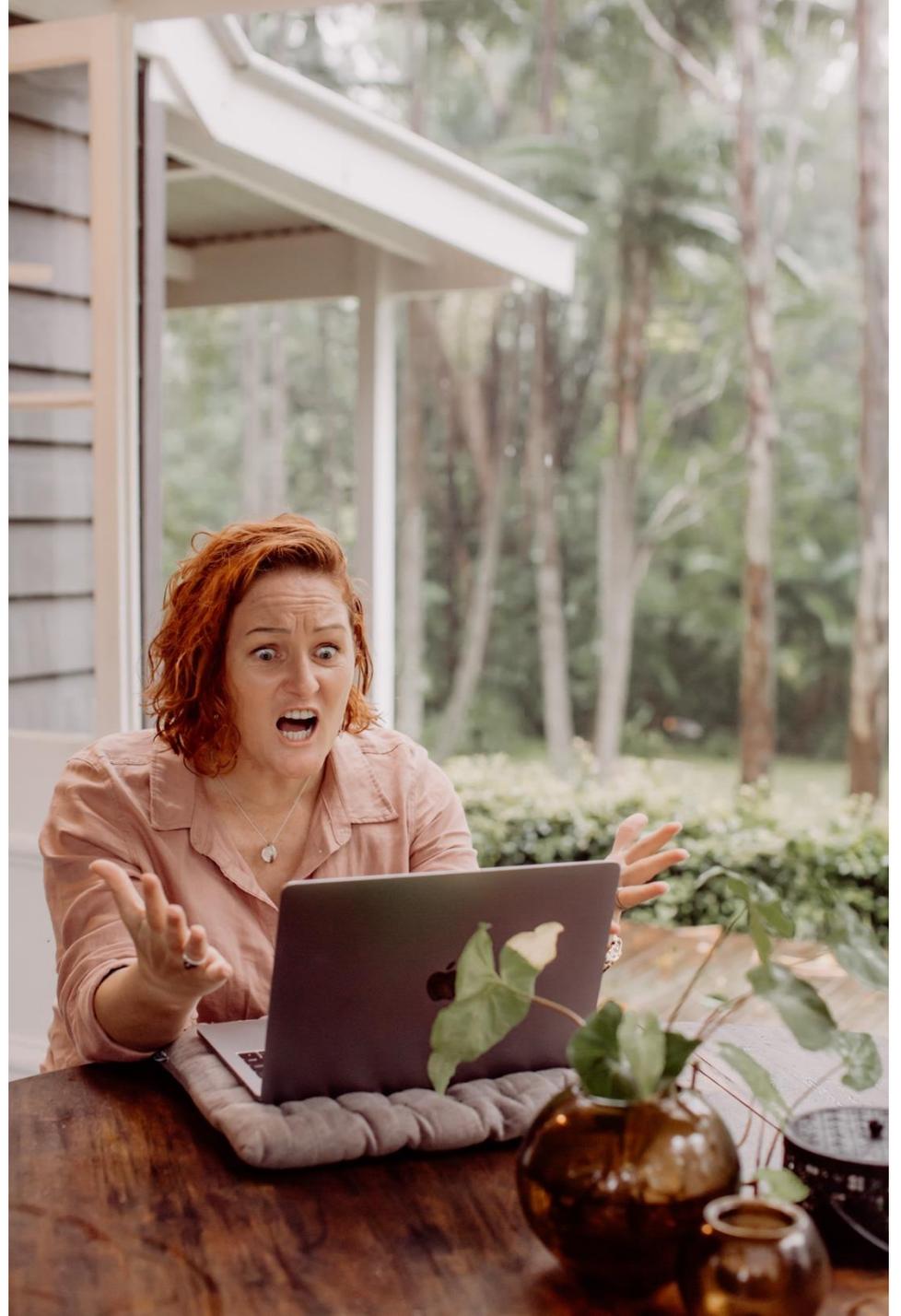
NOT make moral or ethical decisions

NOT up to date



AI can give you back 10-15 hours per week

- Cheap
- Easy
- Accessible
- Level the playing field
- Help us be more human



Practitioner use cases

Clinical –transcription, summaries, productivity, time management, client management, reporting, translation, professional development

Business – writing, drafting, editing, marketing, coding, messaging, role play, email funnels, product dev, content creation, scripts, presentations, applications, audio, financial rec, AV, agents, graphic design, data analysis, clone yourself, receptionist chat bot, onboarding

Research – summarising, data analysis, paper outlines

Personal – advice, travel, planning, time management,



TAAFT.com for short

THERE'S AN AI FOR THAT^{®*}

33,739 AI tools for 13,640 tasks and 4,990 jobs

Sponsor: [Writer.ai \(Enterprise Agentic AI\)](#)

Find AIs using AI

#1 website for AI tools. Used by 50M+ humans.

[New](#)

Practitioner Skill to learn



TAMMYGUEST

tg.



HUMAN in the loop

HUMAN

AI

HUMAN

Sandwich

TAMMYGUEST

tg.



Become **ADEPT** at success

- Automate
- Delegate
- Eliminate
- Pick a date
- Tell people

TAMMYGUEST

tg.



Your next evolution is calling

- What if we got our business rhythm from nature?
- What season are you in?
- How could you be ADEPT in that season?



It's all ideas unless you take action and share it

- Don't do it alone
- We don't exist in a vacuum
- Collectively, we can help one another
- Collaboration over competition.
- Challenge and celebration shared makes it real





 **TAMMY GUEST**

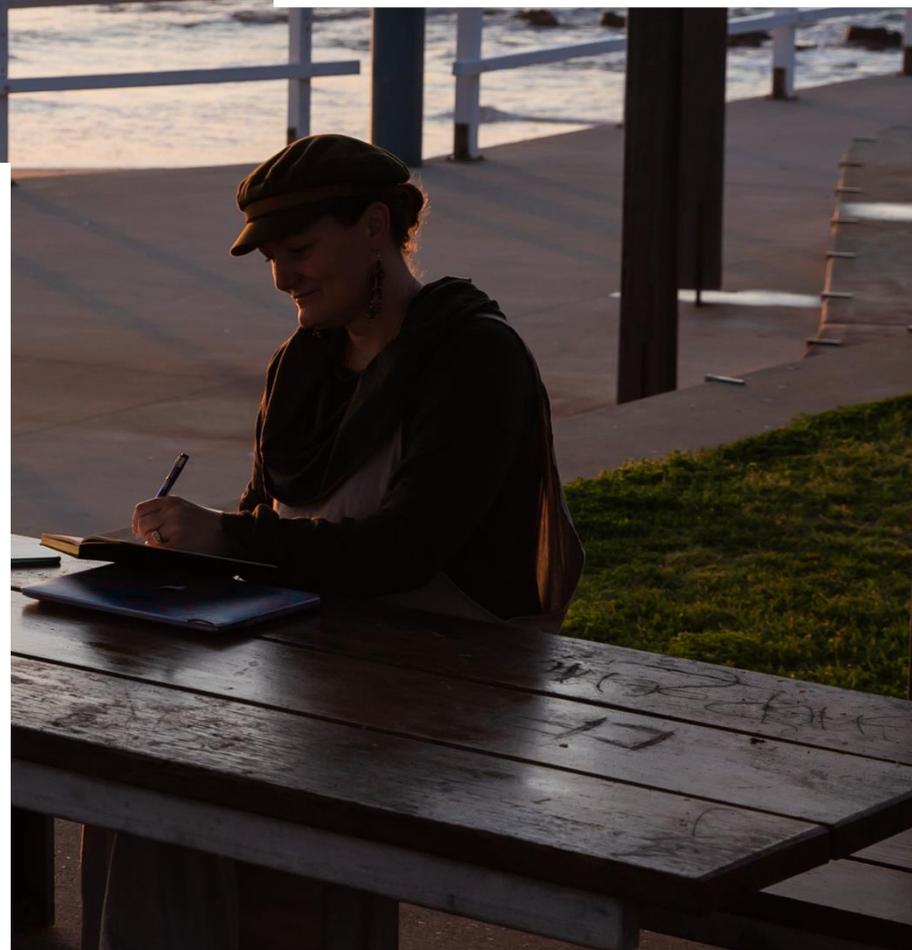
 @tammyguests

 www.tammyguest.com

TAMMYGUEST

THANK YOU

WWW.TAMMYGUEST.COM



tg.



designsforhealth.com.au