

EMOTIONS AT THE CORE: UNPACKING FOUNDER BURNOUT

As a founder, things can get intense. Constant decisions, never-ending to-do lists, financial worries, and sometimes, a feeling that everything's just piling up. Burnout can sneak up on you from all directions: too much work, the stress of making tough choices, financial pressures, or even just feeling disconnected from why you started this in the first place.

Here's the deal: **Emotions are powerful**—they can tell you a lot about what's going on under the surface. The Emotional Wheel is here to help you figure out what you're really feeling. It's not about judging your emotions; it's about understanding them and giving yourself permission to feel what you feel, no matter where you are in your burnout journey.

Ready to dig in? Let's walk through it together.

Step 1

What is the first word that comes to you, when you ask what are you feeling today?
On a scale of 1 to 5, how strong or subtly do you feel this emotion?

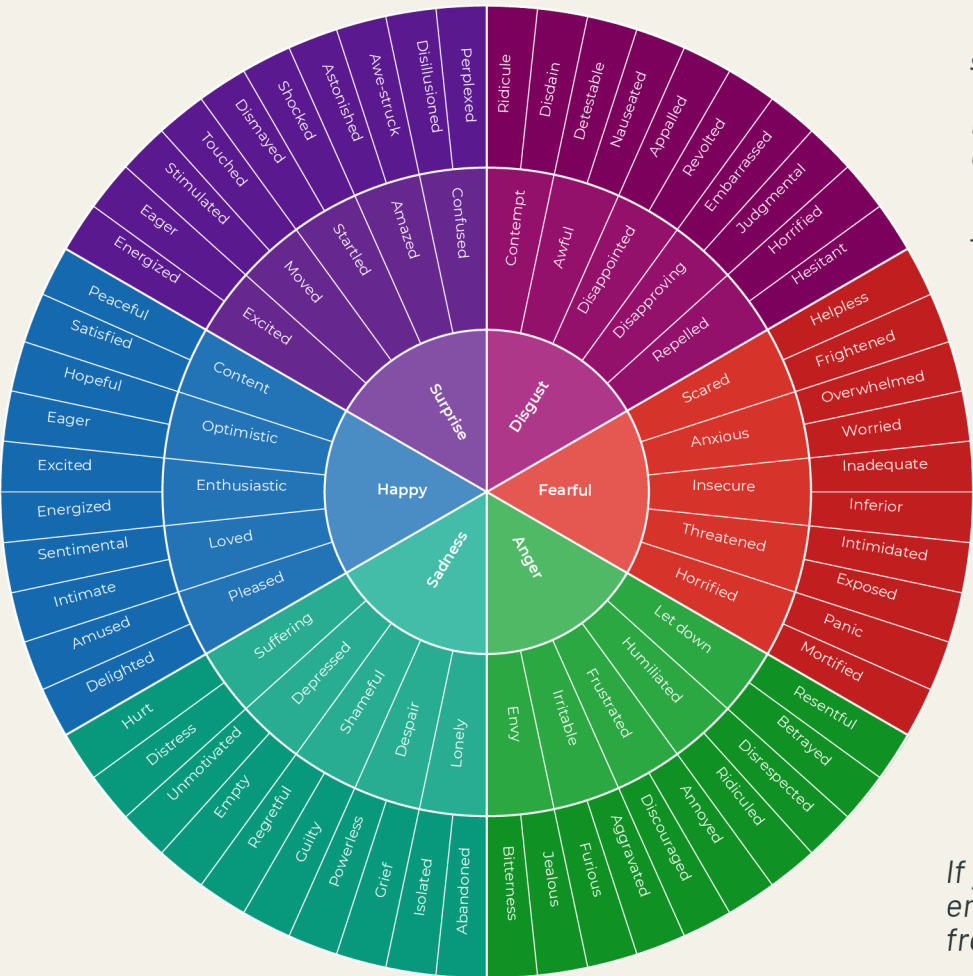
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5



Step 2

Take a look at the wheel below and in the innermost circle, which emotion stands out to you?

Are there any emotions that are coming up along with the base emotion?
Eg - Anger comes with frustration.

If you had to make a note of the emotions you are feeling as you walk from inside to outside, what are they?

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Step 3

Now that you know the emotions you are feeling, let's connect it to the type of burnouts from your assessment. These emotions can often give us valuable clues about where the burnout is coming from. (Workload, Vision, Isolation, Decision Fatigue, Financial Burnout all have **emotional signatures** that intensify the burnout for you.)

How do you think these emotions are tied to your burnout? As you experience the burnout, what are the emotions making you feel?

How often do you feel this emotion?



DAILY



WEEKLY



MONTHLY

On a scale of 1 - 5 how deeply does it affect your ability to work, focus, make decisions, or communicate?

○ — ○ — ○ — ○ — ○
1 5

If you had to write it down in one sentence what would it be?

Eg - "I am feeling overwhelmed because my workload is never-ending, and I feel like I'm losing my sense of purpose."

Step 4

How does the above statement show up in your personal life and in your role as the founder?

Step 5

What are the small actions you can take to release this emotional strain?

Action

○ _____
○ _____
○ _____
○ _____
○ _____