

FROM BURNOUT TO INSPIRED

When Your Mission Becomes Your Burden

“I started this clinic to serve kids who needed us most, but I was so focused on keeping everyone afloat that I forgot we needed to thrive, not just survive. Chris helped me see that taking care of my team wasn’t separate from our mission—it was essential to it.”

— Dr. M., Founder & Owner, Pediatric Health Clinic



THE CHALLENGE



I founded this pediatric clinic to serve under-resourced communities where kids often come in with more than just medical needs. Many families have had negative healthcare experiences, so we’re rebuilding trust while providing care. It’s meaningful work, but exhausting.

The pattern that wasn’t working:

- Work harder to solve every problem myself
- Put the mission above everything, including my team’s wellbeing
- Think that caring for my staff was selfish when kids needed us

Despite our best efforts, we were losing good people. Burnout was becoming the norm. Staff turnover meant constantly training new team members while trying to maintain our standards of care.

Then COVID hit, and everything got exponentially harder. We had to figure out tele-medicine while serving populations that often lack reliable internet. My team was struggling with their own fears while trying to show up for patients who needed us more than ever.

I realized I was so focused on the mission that I’d left behind the people carrying it out. I was good at the clinical side, but the leadership part—that was drowning me.



THE WORK WITH CHRIS



Chris started with individual coaching sessions with me. I thought we'd work on staff retention, but he kept pushing me to look deeper at my own patterns as a leader.

What surprised me was how much I needed to rediscover my own strengths and take the lead in renewing our purpose so that our team could step into their complementary strengths to mine and face together the demands we were being hit with.

What really opened my eyes: Chris suggested extending coaching to my entire team.

The approach:

- Individual coaching for me focused on leadership development
- Remote coaching sessions for each team member using StrengthsFinder
- A strengths-based group coaching day for the whole practice
- Custom action plans for each person

I was hesitant at first. Investing in coaching for everyone felt like a luxury we couldn't afford. But Chris helped me see that my team's wellbeing wasn't separate from our ability to serve patients, it was fundamental to it.

The work was revealing. I had to admit that some of my "dedication" was really about control and not trusting others to care as much as I did.





THE TRANSFORMATION



The changes started small but built momentum. During our group coaching day, something shifted. People began talking about their strengths instead of stress. Team members started getting curious about each other's talents.

What actually changed:

- I learned to delegate meaningful work aligned to people's strengths
- Team members began supporting each other's strengths instead of covering weaknesses
- We started having conversations about growth, not just getting through the day
- People began taking ownership of solutions instead of bringing me problems

The biggest shift for me was learning to ask, "What do my people need from me to do their best work?" instead of "How do I double down on my strengths to fix this problem myself?" That one question changed how I approached every challenge.

I also reconnected with why I started this clinic. It wasn't just about serving patients; it was about creating a place where good people could do meaningful work.

The team transformation was remarkable. People started collaborating better and showing genuine curiosity about each other's potential.



THE RESULTS



Despite everything thrown at us during the pandemic, we not only survived, but we also expanded, adding services, growing our staff, and moving to a larger space.

The transformation:

- Staff retention improved dramatically during a challenging labor market
- Team members began taking initiative instead of waiting for direction
- We maintained high standards while expanding services
- I'm still committed to our mission, but I'm not carrying it alone anymore
- Leadership feels energizing instead of draining
- We're serving more families than ever, but it feels sustainable





The most surprising discovery: Taking care of my team wasn't taking away from our mission—it was multiplying our impact. When people feel valued and can use their unique gifts intentionally, they show up differently for patients.

If you're a leader who started something meaningful but find yourself drowning in the responsibility, you don't have to choose between your mission and your people. Sometimes the best thing you can do for your cause is to invest in the people carrying it forward.



lead yourself well ... serve your great purpose

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