



FROM BURNOUT TO BALANCE: THE REAL ROI OF HUMAN ENERGY

A Guide to Creating
a Grounded, Energizing,
and Meaningful Event



SESSION OVERVIEW (MARKETING BLURB):

Most leaders know something is off. The energy that used to move through their teams has gone quiet. People are showing up but not really there. And no matter what initiatives get launched, the needle barely moves.

The truth is, you cannot build a thriving culture on a depleted foundation.

In this grounding and practical session, Samm Smeltzer reframes burnout not as a personal failure but as an energetic imbalance with measurable organizational consequences — and reveals the untapped ROI hiding in human energy. Blending modern leadership insight with the wisdom of Chinese Medicine, Samm guides participants through a practical approach to restoring personal capacity and strengthening team vitality.

This isn't another motivational talk. It's a grounded strategy for leaders who are ready to stop managing depletion and start building the conditions where people and performance, can genuinely thrive.

Because when leaders protect and replenish their own energy, everyone around them benefits.

WHAT YOU'LL LEARN:

1. How to identify early signs of energetic depletion in yourself and your team, before burnout takes hold
2. Energy-care practices that build resilience, clarity, and consistent performance
3. A capacity-centered approach to culture building that fuels sustainable engagement, trust, and retention

SAMM SMELTZER

Doctor of Medical Qigong · Author · Founder, The HRart Center

Samm Smeltzer knows that when leaders take care of their own energy, everyone benefits. With more than a decade of experience as an award-winning HR leader, Samm now leads The HRart (pronounced "heart") Center — where she helps individuals and organizations create workplaces where people feel valued, balanced, and energized.

Blending her background in HR and Chinese Medicine, Samm bridges the gap between well-being and performance through her work as a Doctor of Medical Qigong. She draws on the Five Element framework, a system developed over thousands of years in Chinese medical tradition, to help leaders and organizations understand how energy moves, depletes, and restores itself.

She is the author of five books, including [Unstuck and Renewed: Healing Burnout and Finding Lasting Balance](#).

Through her writing, speaking, and practice, Samm helps leaders and teams cultivate energetic awareness, recover from burnout, and reconnect with the vitality that drives sustainable growth and genuine human connection.




OVERVIEW

This session explores the measurable impact of energetic health on leadership effectiveness and organizational performance. Participants examine the root causes of burnout — not just as a personal issue, but as an energetic imbalance that influences culture, engagement, and results.

Grounded in the principles of Chinese Medicine and leadership development, this experience helps leaders identify early warning signs of energetic depletion, apply practical tools for renewal, and understand how energy flow directly affects trust, collaboration, and capacity.

The central argument is simple but often overlooked: you cannot engage what has not been restored. Participants leave with a clear framework for integrating energy care into leadership practice — building workplaces that sustain vitality, connection, and growth for the long term.

LEARNING OBJECTIVES

1. Recognize the signs of energetic depletion and burnout in themselves and their teams before it reaches crisis level
 2. Apply simple, evidence-informed energy care practices to enhance presence, resilience, and decision-making
 3. Examine how leader well-being directly influences organizational trust, engagement, and retention
 4. Explore strategies for sustaining energy and performance through capacity-centered leadership and culture design
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CONTENT OUTLINE FOR SHRM + HRCI ALIGNMENT

10 MIN

CURRENT STATE

Focus: Overview of burnout as the defining leadership challenge of our current moment — and why standard engagement strategies aren't solving it. Sets context for the session's purpose.

Method: Personal storytelling, group visualization, and intention setting.

15 MIN

THE BURNOUT EQUATION

Focus: Break down how burnout develops, exploring the key variables that contribute to energetic depletion

Method: Conceptual framework presented with a visual demonstration.

10 MIN

SIGNS OF BURNOUT

Focus: Identify patterns and early symptoms of burnout in yourself and others — including the stages most leaders miss

Method: Guided personal reflection and large group discussion.

30 MIN

MAKING SPACE TO RECOVER

Focus: Learn and practice three simple strategies to begin creating space for rest and recovery

Method: Group energy-care practice, small group discussion, and debrief.

CONTENT OUTLINE FOR SHRM + HRCI ALIGNMENT

15 MIN

HEALING BURNOUT

Focus: Discover accessible, repeatable rituals that restore energy and promote healing.

Method: Video demonstration, paired discussion, and group idea exchange.

15 MIN

CULTURE CHANGE

Focus: Explore how individual well-being influences organizational culture and how leaders can foster sustainable engagement through energy care

Method: Short lecture with reflective prompts and small group discussion.

15 MIN

PERSONAL COMMITMENT

Focus: Solidify learning by identifying one immediate personal action aligned with session insights.

Method: Guided journaling and optional personal sharing.

RECOMMENDED COMPETENCIES

HRCI

- Primary Functional Area: Human Resource Development

This session enhances HR professionals' and leaders' capabilities by focusing on the development of personal resilience, energy management, and sustainable leadership practices. These strategies support long-term professional growth, talent retention, and employee effectiveness. Participants leave with practices that increase leadership stamina and elevate team development through modeling well-being.

- Secondary Functional Area: Risk Management

Burnout is a growing organizational risk affecting performance, engagement, and turnover. This session provides proactive strategies to identify and mitigate the risks associated with burnout and disengagement. By framing well-being as a leadership responsibility, the session supports efforts to reduce stress-related risks and promote a psychologically safe workplace.

RECOMMENDED COMPETENCIES

SHRM

- Primary Behavioral Competency: Leadership & Navigation

This session supports the development of leaders who model intentional, values-driven behavior and guide teams through complexity with clarity and presence. By focusing on self-regulation, energy management, and purpose-led action, participants build their capacity to inspire, influence, and navigate organizational challenges with sustained effectiveness.

- Secondary Behavioral Competency: Relationship Management

Participants explore how their own well-being directly shapes the relationships they cultivate with team members and peers. The session introduces energy-based practices that help leaders foster psychological safety, trust, and engagement — key foundations of meaningful and effective workplace relationships.

SETUP REQUIREMENTS



PREFERRED ROOM SETUP

- Vibe: Comfortable and engaging — ideal for conversation and reflection
- Demo Table: Small table at front of room
- Room Type: Flexible setup preferred (rounds for 5-6)
- Lighting: Soft, dimmable lighting preferred
- Extras: Space for participants to stand/move during practice examples

AV + TECH REQUIREMENTS

- Wireless lav or handheld microphone (if in a large room)
- Slide clicker + projector/screen (standard 16:9 format)
- HDMI Projector connection
- Audio connection for short video/sound clips
- Access to play light music (optional during reflection activities)

FINAL NOTES

Samm's sessions are grounded and engaging, never performative. Participants are gently invited to reflect, move, and explore ideas in a way that feels safe and accessible.

This session can be customized as a keynote, breakout, or 60–90 minute workshop. It pairs well as a follow-on session to [Engagement is a Lie](#) or [The Pathology of Burnout](#) for organizations building a multi-session learning experience.

Samm makes her books available for purchase at events and is happy to sign copies following the session. Unlike many speakers, Samm remains fully accessible to participants after her sessions — the book signing is an open, unhurried conversation, not a brief handshake. If connecting with your audience matters to you as much as the content does, that commitment comes standard.

Please let Samm know in advance if you'd like to incorporate book sales so she can plan accordingly.



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