

The Magazine

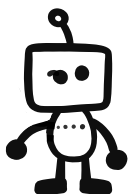
20
25

Postnoted

The Antidote to Digital Amnesia



Burnout is not a Strategy



Copyright & Contributors

Postnoted is published by Intellectual Perspective Press.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form without written permission from the publisher – unless you're photocopying one article to excitedly show a friend. Then we say: go ahead (and maybe tell them to subscribe).

All contributions remain the intellectual property of their respective authors. We're proud to platform smart people with sharp ideas, and we make sure they're credited properly.

If you're reading this, you're the kind of person who values thoughtful, timeless work. That's what we aim to publish. And it's what our contributors strive to create.

Thank you to every thinker, writer, illustrator and supporter who made this edition possible. You'll find their names (and often their models, mental frameworks, and provocations) throughout these pages.

Want to contribute to a future edition?

We'd love to hear from you. Details are on our website: www.postnoted.com

CONTRIBUTORS

Burnout is not a Strategy

Postnoted Magazine | 1st Edition



Dan Kowalski

Sue Blackwell

Jen Blackwell


Dr Emma Williams

Eli Natoli

David Pullan & Sarah Jane
McKechnie


Dan Kowalski

Solution Instigator at Plan A Thinking

 solutioninstigator


Piers Fallowfield-Cooper

Trusted Advisor, CEO Mentor, Board Facilitator

 piersfallowfieldcooper


David Pullan

Author, speaker, coach and gold miner

 david-pullan-4b0619a


Sarah Jane McKechnie

Co-Author of The DNA of Engagement

 sarah-jane-mckechnie-778ba422


Dr Joanne Irving

Board-Level Leader, Executive Advisor, Author

 joanneirving


Andrew Dyckhoff

Founder at Energising Leaders, Mentor

 andrew-dyckhoff


Dr Emma Williams

Author, speaker, trainer, coach

 emmawilliamsphd


Dr Liz Bywater

Advisor, Coach, author of *Slow Down to Speed Up®*

 lizbywater


Joanna Denton

Strategic Leadership and Business Coach, Trainer

 joanna-denton-47688a14


Eli Natoli

Director, International Speaker, Bestselling Author

 elinatoli


Finola Howard

Business Growth Strategist, Speaker, Author

 finolahoward


Sue and Jen Blackwell

International Thought Leader, Speaker, Writer

 sue-blackwell


Hanifa Shah OBE

Pro-Vice Chancellor for (STEAM) and Executive Dean

 professor-hanifa-shah-obe-28842b170

Debbie Jenkins

Publishing Strategist | Author | Founder

 debsjenkins



Joanna Denton

Finola Howard

Liz Bywater

Andrew Dyckhoff

Debbie Jenkins

Dr Joanne Irving

Dr Hanifa Shah

Piers Fallowfield-Cooper

WELCOME TO POSTNOTED^{PN}

The Antidote to Digital Amnesia

Letter from the Editor

Dear Reader,

There's too much content. You know it. I know it. Most of it scrolls past and disappears. That's the problem.

We wanted to try something different. Something that lasts.

So we created *Postnoted*: a quarterly, collectible magazine for sharp thinking and useful ideas. It's made for people who want to remember the good stuff. The kind of people who underline ideas, scribble notes in the margins, and come back to ideas long after the algorithm forgets them.

Every piece inside is designed to be kept, referenced, or passed on. No stock tips. No hacks. No filler. Just real thinking, beautifully presented.

This is our first edition. An experiment. A statement of intent. And we'd love your feedback. What made you pause? What made you think? What's missing?

And if you've got a signal of your own to share (a mental model, a provocative question, a frame that others could build on) we're always looking for contributors who want their ideas to outlive the scroll.

Thanks for being here at the beginning. Let's build something that lasts.

Warmly,

Debbie Jenkins
Publisher & Strategic Editor, Postnoted.com



Table of Contents

A quick guide to what's inside — and what's worth returning to.

01

If Burnout Is Not a Strategy, Then What Is

Dan Kowalski

03

How to Use the F Word Correctly

Piers Fallowfield- Cooper

09

The DNA Burnout Revolution

David Pullan & Sarah Jane McKechnie

13

Overwhelm Is Not a Strategy

Dr Joanne Irving

17

The SPICE Index: Five Ways to Diagnose Your Personal Energy Crisis

Andrew Dyckhoff

23

Burnout for Bright Sparks

Dr Emma Williams

27

Permission to Pause: The Most Undervalued Leadership Skill of the 21st Century

Dr. Liz Bywater

31

The One-Shot Myth: Why Enoughness Is Your True Power

Joanna Denton



35

Burnout Isn't You. It's the System.

Eli Natoli

39

Burnout is Boring: Tune In, Take Up Space, and Choose Joy Instead

Finola Howard

43

Hope, not Burnout for carers

Sue & Jen Blackwell

45

The Choice Paradox

Hanifa Shah OBE

49

BOSS WATCHING: The Discipline of No: How a UN Economist Built a Foundation on Sustainable Impact

David Pullan

55

SCARF-Level Thinking: How to Future-Proof Your Business by Solving Human Fears

Debbie Jenkins

62

Subscribe to Postnoted

63

Call for Contributors



THE CHOICE PARADOX

Why the Safest-Looking Option Often Carries the Highest Cost

Leadership energy doesn't vanish. It stalls. And when it does, it's not a sign of failure. It's a signal.

You're still leading. Still delivering. Still holding the system together. But something has shifted. And you can feel it.

Progress feels slower. Wins feel flatter. The work still matters, but it no longer moves you.

This isn't a collapse. This isn't burnout. This is the moment before something bigger begins. A moment of potential. Of pressure. Of pause.

In that moment, a door appears.

You don't always name it that way, but you feel it: a conversation you're avoiding, a move you're considering, a truth you're circling.


This is your **sliding door** moment.



by Dr Hanifa Shah OBE

About Dr Hanifa Shah OBE

Pro-Vice Chancellor for STEAM at Birmingham City University and a leading voice in cross-sector education reform. Her debut book, *Orbit Shift: Leadership That Doesn't Burn Out*, is coming soon. It explores how Proper Purpose, courageous decisions, and connection can move leaders and organisations out of survival mode and into sustained systemic impact.

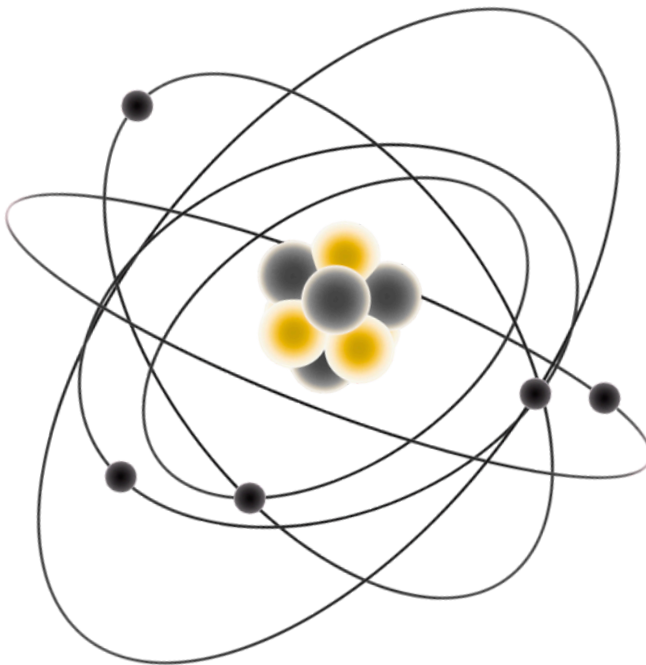
 [professor-hanifa-shah-obe-28842b170](https://www.linkedin.com/in/professor-hanifa-shah-obe-28842b170)

The Choice You Don't Want to Name

We often think of decisions as big, dramatic acts. But the most important leadership choices arrive quietly. And often, they don't feel like choices at all.

You tell yourself you're just waiting. Thinking. Being responsible. But in reality, you're standing still.

That's the paradox.



We're taught that **doing something** is risky and **doing nothing** is wise. But what if that's backwards?

What if **not acting**, not stepping through the door, is actually the most dangerous decision of all?

The Orbit That Keeps You Circling

Most experienced leaders are excellent at staying in motion. They know how to keep delivering under pressure, holding complexity, and adapting fast.

But staying busy isn't the same as staying aligned. And eventually, the motion becomes a loop. A low orbit.

You keep going because it's what you've always done. You're not crashing. But you're not climbing either.

And slowly, the system starts to wear on you. Decisions feel heavier. Energy feels harder to access. You're doing everything right, and yet, something's missing.

This isn't failure. This is misalignment. And leadership driven by misalignment always starts to stall.



Burnout Is Not a Strategy

What happens when you stay too long on the wrong side of that sliding door?

You keep producing, but it feels hollow.
You keep leading, but it's on autopilot.
You start to shrink the scale of your ambition, not because you lack talent, but because you lack fuel.

Eventually, you mistake this slow stall for sustainability. But let's be clear: **burnout is not a strategy**. And neither is delay.

What Happens When You Step Through

Proper Purpose isn't loud. It's not always convenient. But it's the one thing that turns leadership from grind to gravity.

When you're operating from Proper Purpose, things start to shift:

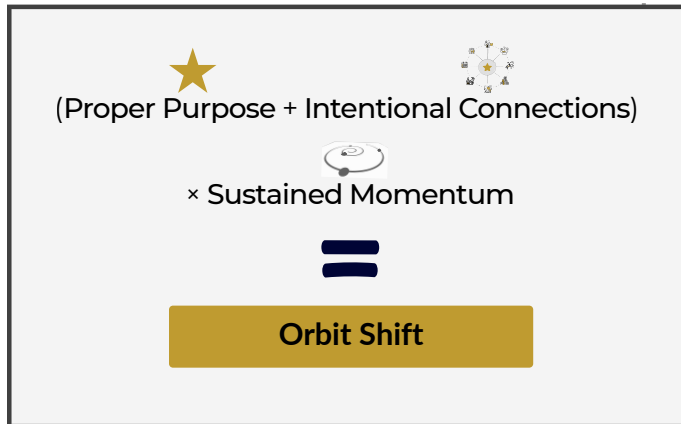
- You stop second-guessing.
- You make braver, cleaner decisions.
- You attract people who move at the same frequency.

You don't have to fight for momentum. You become the source of it.

This is what stepping through the door feels like. Not the absence of fear, but the presence of clarity.



The Orbit-Shifting Formula



That's the equation.

It's not personality. It's not luck. It's alignment, multiplied by courage.

When your purpose is clear, when your relationships are intentional, when your decision is real. You don't need to push the system.

You shift it.

The Door Is Already There

This isn't about making five-year plans or burning everything down.

It's about recognising that moment when a new orbit is waiting for you. When the only thing holding it back is the story you've been telling yourself about risk.

Doing nothing is not safer. It's just slower.

There is always a moment.

A phone call. A conversation. A change you've delayed. A version of yourself that's ready. And one that's holding the line.

The question is not whether you see the door. The question is whether you'll walk through it.



“*Doing nothing is not safer.
It's just slower.*”

SUBSCRIBE TO Postnoted

Because digital won't remember you.

Postnoted is a quarterly print and digital publication for people who think in frameworks, publish with intention, and believe good ideas deserve a permanent home.

It's not just something to read. It's something to build with.

Your Options		
Digital Edition (one-time) €18	Print + Digital Edition (one-time) €25	Quarterly Subscription €20 every 3 months
Immediate access to the current edition. *Perfect for those who want to sample before subscribing.	Includes the beautifully designed print copy shipped to your door, plus digital access.	Stay sharp, stay stocked. Print + Digital editions delivered to you each quarter, automatically. *Cancel anytime.
Shipping (Flat Rates via Stripe) Zone		
Countries		Shipping Rate
UK		€6
EU/All EU countries		€10
USA/United States		€11
Canada		€15
Australia		€12
Rest of World/All other countries		€25

Why Subscribe?

Because serious thinking deserves more than a feed.

Subscribe now!
www.Postnoted.com

- Strategic insights from top-tier experts
- Credibility-building content worth referencing
- A quarterly rhythm that beats burnout and trend-chasing
- Designed to last – and built to be shared

We don't publish constantly. We publish deliberately.
Every copy is printed with purpose, because trees matter.

Postnoted

CALL FOR CONTRIBUTORS

Think you belong in Postnoted?

We publish by invitation, but we always notice sharp thinkers.

We're looking for:

- Strategic, timeless thinking
- Original models, mental maps, and frameworks
- Authors who write with clarity, not just cleverness
- Experts who know what others are too polite to say

If that's you, we want to hear from you. Start here:

postnoted.com/contribute

Please note: we don't run open submissions. If you're featured here, it's because your work belongs in print – not buried in a scroll.

All personal data collected for subscriptions is protected under GDPR. For our full privacy policy, visit postnoted.com/privacy

PARTNER WITH US

Want to get *Postnoted* into the hands of your board, your team, or your client list?

We offer thoughtful partnership packages for:

- Corporate teams and leadership groups
- Strategy offsites and retreats
- Executive coaches and consultancies
- High-end masterminds and closed networks

Each edition can include:

- Bulk shipping to multiple addresses
- Custom welcome note or insert
- Priority access to contributor sessions
- Early previews of upcoming editions

If you represent a values-aligned organisation that cares about depth over hype, then let's talk.

postnoted.com/partner

www.Postnoted.com

POSTNOTED: THE ANTIDOTE TO DIGITAL AMNESIA

Postnoted is a quarterly print and digital publication for those who want their best thinking to last. Each edition curates frameworks, essays, and strategic ideas you'll return to again and again—not scroll past and forget.

This publication is:

- A place to think more clearly
- A container for real credibility
- A rejection of the content treadmill

Signal over noise. Permanence over popularity. Print over performance metrics.

Written by doctors, psychologists, professors, business leaders, CEOs and entrepreneurs, Postnoted gathers timeless ideas from people shaping how we work, think and relate.

Edition One marks the beginning of a collectible quarterly series—created to be kept, not discarded.

“Made slowly, carefully, and with the belief that your best ideas deserve more than fifteen minutes in a feed.”

— Debbie Jenkins, Publisher & Strategic Editor

Find out more at postnoted.com

Or better yet, put this edition on your desk and let it work for you.

Postnoted®

Debbie Jenkins, the expert's publisher, helps leading thinkers turn ideas into lasting strategic assets. She is the founder of Postnoted: The Magazine, the author of multiple business books and writes irreverent newsletters from her disaster farm in Spain..

