



Breaking the *Burnout Cycle*

FROM BURNOUT, PRESSURE AND DISCONNECTION TO PRACTICAL BEHAVIOUR CHANGE, RENEWED AGENCY, AND SUSTAINABLE PERFORMANCE.

A flagship in-person keynote by Sally McGrath is the intervention your audience can actually use. Grounded, credible, and refreshingly practical, it reframes burnout not as a personal failing but as a pattern that can be recognised early, interrupted, and prevented, giving your people the language, the tools, and the permission to change before the damage is done.

From burnout, pressure and disconnection to practical behaviour change, renewed agency, and sustainable performance.



This keynote gives individuals and organisations a practical pathway to recognise burnout early, interrupt unhealthy patterns, and build the behaviours that support performance without the cost of exhaustion.

A Keynote for the Moment Your People Are Actually In

Your people are carrying more than they are saying. Rising expectations, shrinking margins for error, and a slow erosion of meaning at work are quietly costing you performance, retention, and trust. Most are not in crisis: they are *languishing*.

Disconnected from purpose, from each other, and from any real sense of agency over their workload or wellbeing. The cost of that shows up long before anyone calls it burnout.



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What your audience will walk away with...

- Early recognition of burnout in themselves and their teams.
- A clear understanding of the patterns that drive burnout.
- Practical actions they can take on Monday morning.



"Sally gave us the tools to recognise the early warning signs of burnout and inspired us to take proactive steps to protect our wellbeing. She struck the perfect balance, normalising the challenges we face while empowering us with practical ways to stay grounded. Sally reminded us that looking after ourselves isn't a weakness; it's the key to sustaining high performance and finding joy in the work we do."

TRACY SCHEMBRI, GLOBAL HEAD OF SALES AT FROSTBLAND



"I can highly recommend Sally to any organisation that is seeking to provide education, guidance and tools to address personal and corporate burnout. Her unique experience and expertise would be invaluable to any organisation seeking to address this important area for wellness and mental health."

PAUL FRANKS,
FINANCIAL SERVICES | SOLUTIONS SPECIALIST | PROCESS AUTOMATION | APPIAN



"Sally delivered a keynote at our CSO Cybersecurity Summit in Sydney (September 2025). She's an excellent speaker who really took the time to understand the challenges cybersecurity leaders face. Her session offered practical, actionable advice on recognising the signs of burnout - both in themselves and their teams - and strategies to prevent it before it takes hold."

CATHY O'SULLIVAN,
EDITORIAL DIRECTOR @ FOUNDRY ANZ - CIO, CSO, ARN, | CIO50 | CSO30 | MENTOR | BOARD ADVISOR



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Sally McGrath

Sally is a burnout prevention specialist, behaviour change coach, and keynote speaker who has spent the last ten years supporting and coaching clients through burnout, from senior leaders to entire teams. Her work sits at the intersection of psychology, performance, and lived experience.

Sally speaks from lived experience of burnout. She knows what it is to lose herself inside her own ambition, to hit the wall, and to slowly rebuild a life and career on more sustainable foundations.

That lived experience of burnout is what makes her message land, not as theory, but as truth. And it is her lived experience of burnout, combined with a decade of client work, that gives her the authority to say what many audiences are waiting to hear: this is not your fault, and it can change.

Sally is grounded, warm, and refreshingly practical. She does not lecture. She does not shame. She creates a room where honesty is welcome, and change feels possible.

**ENQUIRE NOW TO CHECK SALLY'S
AVAILABILITY AND RECEIVE A
TAILORED PROPOSAL FOR YOUR EVENT.**



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Ideal Audience

THIS KEYNOTE IS DESIGNED FOR ORGANISATIONS THAT ARE READY TO MOVE BEYOND AWARENESS AND INTO BEHAVIOUR CHANGE.

It is especially valuable for:

- HR leaders looking for content that shifts culture, not just conversations
- Event managers and conference organisers wanting a headline session that resonates emotionally and delivers commercially
- Office managers and executive assistants curating internal wellbeing days, leadership offsites, and team gatherings
- Leadership teams navigating high pressure, restructures, or sustained periods of change
- Any organisation where performance is high, expectations are rising, and people are quietly running out of road

KEYNOTE DETAILS



DURATION

45–60 mins,
with optional Q&A



GROUP SIZE

Suitable for audiences
of 50 to 1,000+



SETTING

In-person



IDEAL PLACEMENT

Opening or closing keynote for conferences, leadership days, wellbeing summits, all-hands events, and internal culture moments



MAKING THE CHANGE HOLD

The in-person keynote is the flagship entry point into Sally's behaviour change work. It is where the language is planted, the permission is given, and the momentum begins. For organisations that want the change to hold, there is a clear next step.

BEHAVIOUR CHANGE WORKSHOPS

A deeper, hands-on programme for leaders and teams. Building on the keynote, this tier embeds the tools. The Reality Mirror, Restore Reframe Reset, and The Decision Lens, into daily practice, with structured sessions designed to shift behaviour, not just mindset.



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