



# CEO & Leader Resilience: The Journey from Burnout to Bliss

**Mark MacLeod**  
**Founder**  
**Mark MacLeod**

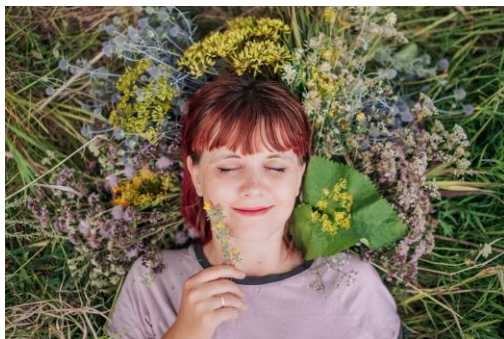


# SAAS NORTH

@ SAAS NORTH

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Mark MacLeod, CEO Coach & Advisor



# From Burnout to Bliss

Strategies for sustainable success in Startups (and life...)



**SAAS NORTH**





Who am I?



Husband. Dad. Son.

Friend. Yogi. DJ.

**CEO Coach**

Everyone  
HAS A STORY



Story time





# Why is this "normal"?

**FLIGHT**

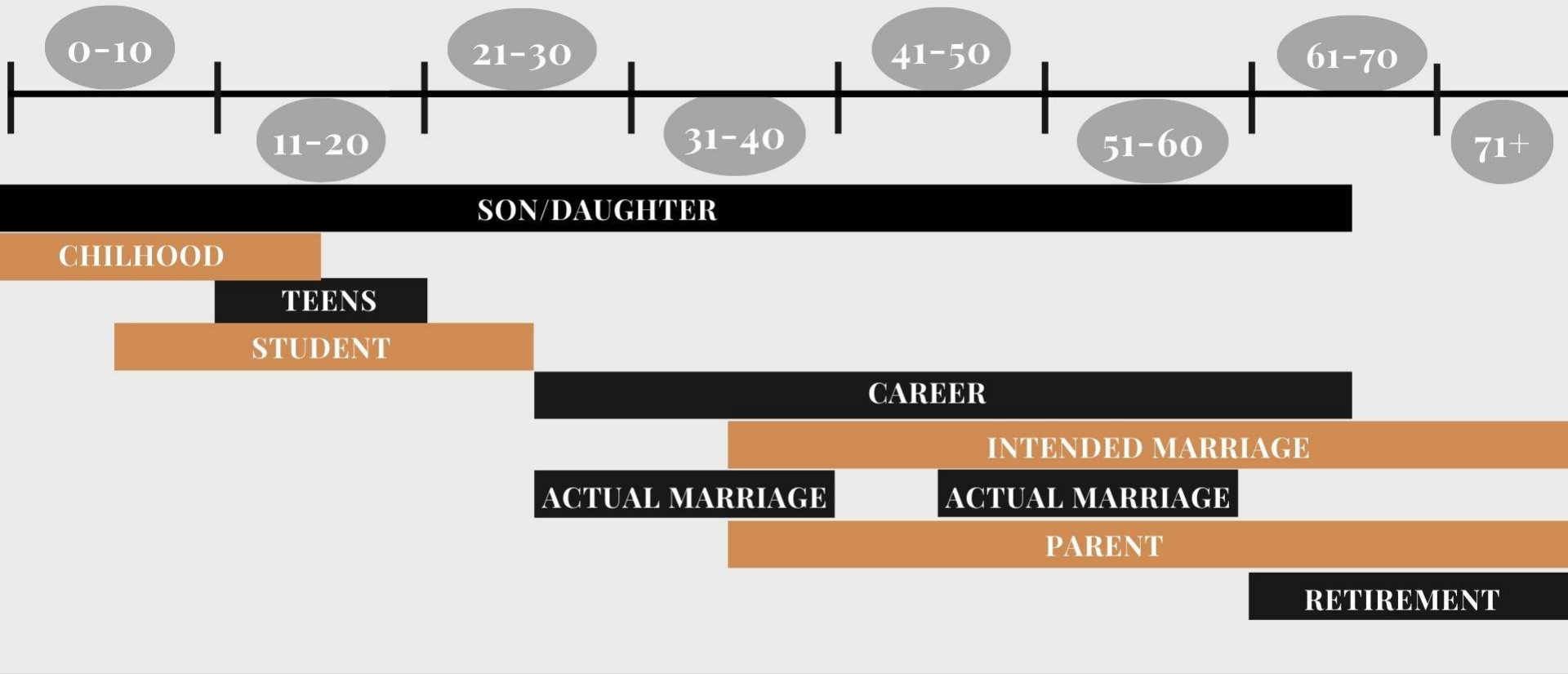


**FIGHT**



**FREEZE**

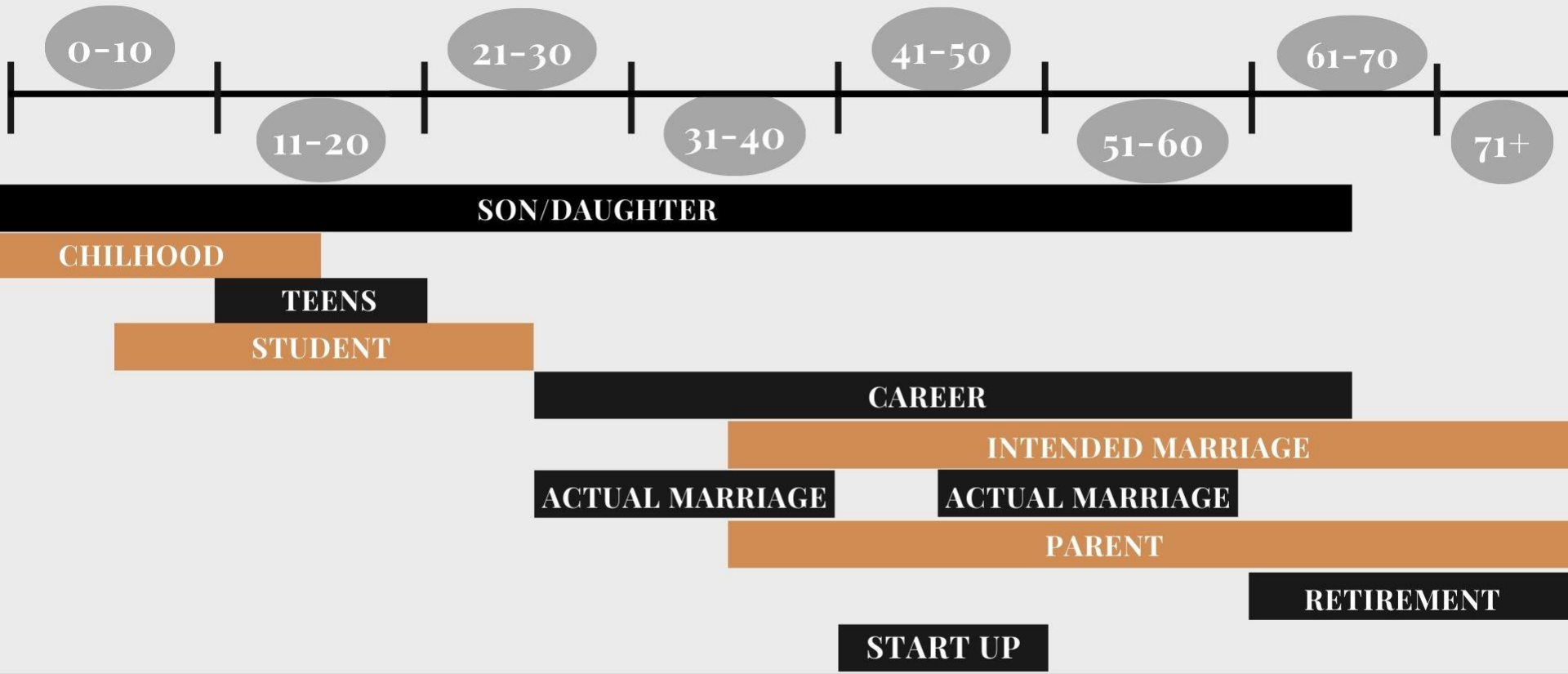
# AGE



# PERSPECTIVE



# AGE

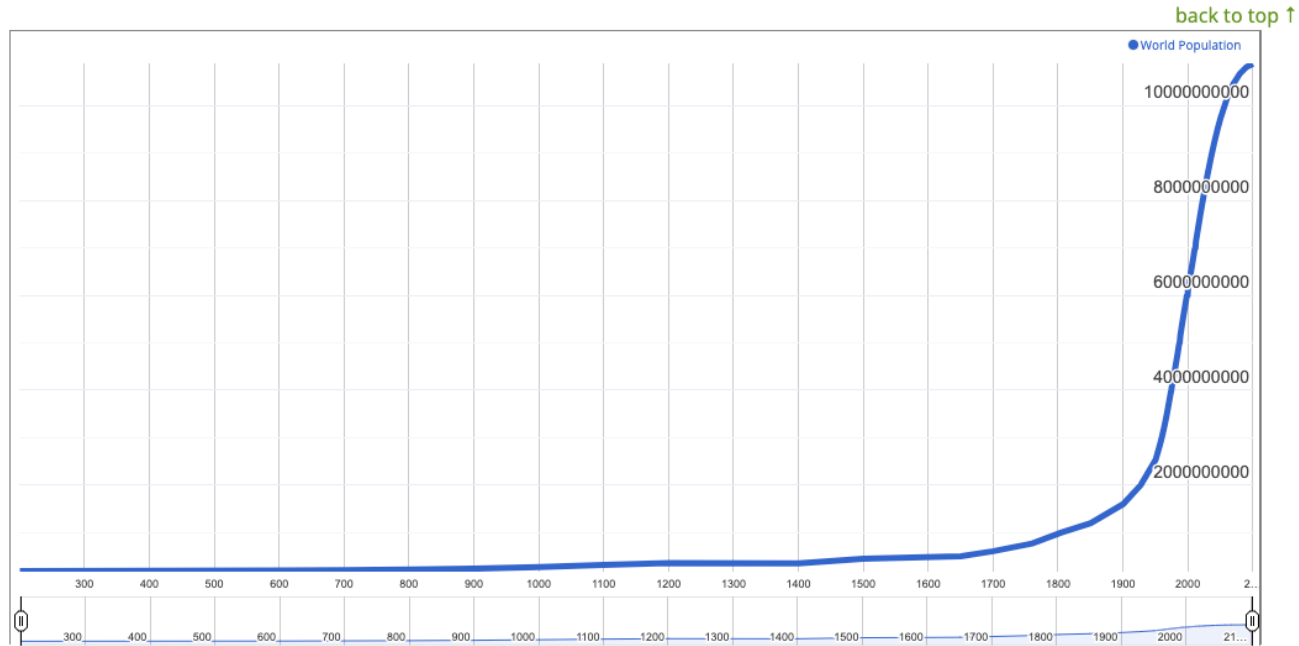


# PERSPECTIVE



# World Population: Past, Present, and Future

(move and expand the bar at the bottom of the chart to navigate through time)



# Perspective

Source: <https://www.worldometers.info/world-population/>







in·ten·tion

*noun*

1. a thing intended; an aim or plan.  
"she was full of good intentions"

aim

purpose

intent

objective

object

goal

target

end

design

plan

scheme

resolve

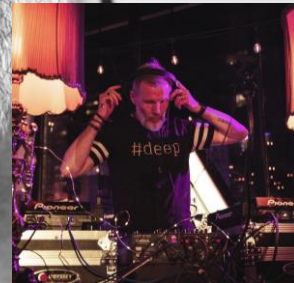
resolution

determination

wish

desire

# Intention





**But... Greatness involves sacrifice**



**tobi lutke**  

7,161 Tweets



Following

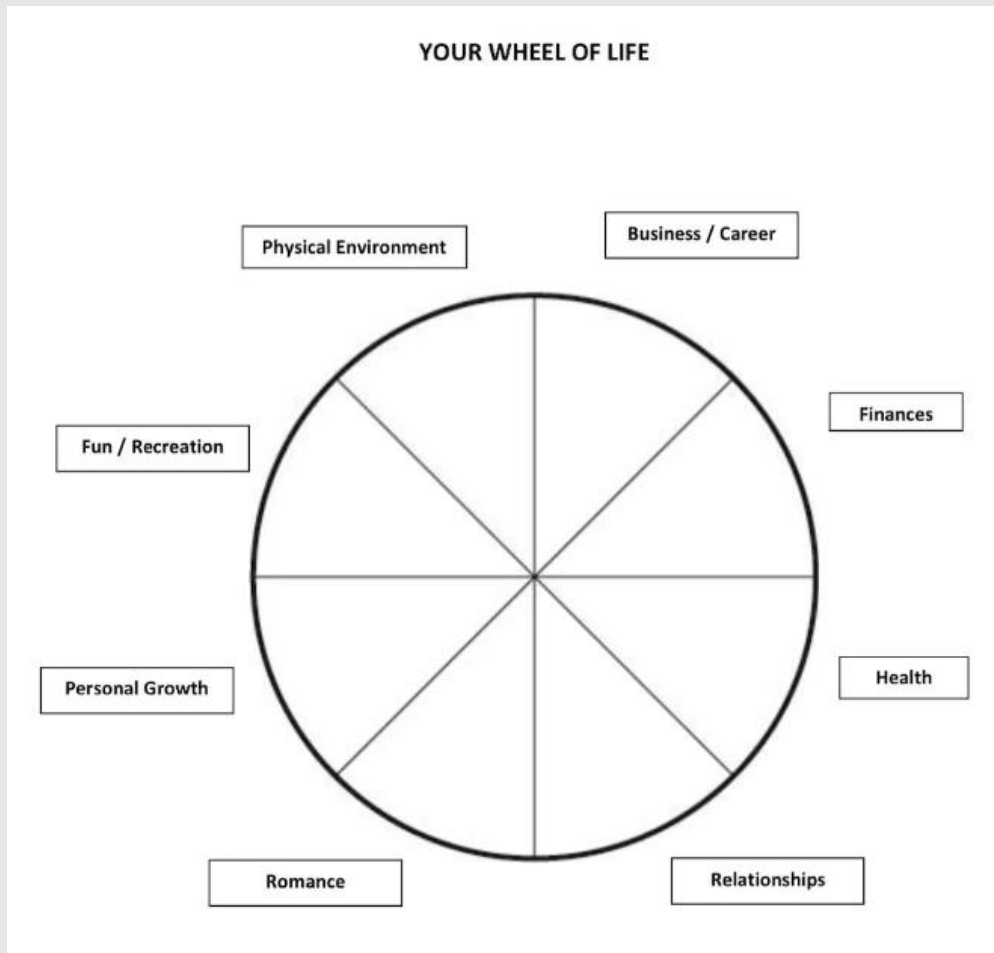
**tobi lutke**  

@tobi Follows you

@Shopify CEO by day, Dad in evening, hacker at night. Aspiring comprehensivist.  
(tweets auto delete) retweet/like=noteworthy share, not endorsement



# Boundaries





**Tap into flow (aka The Force)**




iii






ADVENTURES...  
AND LESSONS  
LEARNED



**Write your Eulogy**

# Personal Goals & Reflections

-  [2023 Plans & Goals](#)
-  [2022 Personal Review](#)
-  [2022 Goals](#)

-  [My Intentions](#)
-  [Mission Statement & Eulogy](#)
-  [My ideal life](#)
-  [Quarterly Review - Q1 2023](#)
-  [Monthly Reviews](#)
-  [Personal Planning](#)

Be the CEC of your life, Inc."

Inc."

# My intentions for Marriage

January 24, 2023

**Key words:** *Communication, partnership, trust, safety, desire, happiness, joy, growth, spirit, respect, health, rock, surprises, best friend*



TODAY  
I AM  
GRATEFUL







you  
this  
month

- 0 les en lock uit
- 0 mediteren & doe aan yoga
- 0 meer positief & stress less!

## NOVEMBER

M	D	W	D	V	Z	Z
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Intentional work



# Questions

The unexamined life is not worth living

<https://bit.ly/saasnorthquestions>

