



The Relativity of Busyness

Are you finding that the standard response to:

“How are you?”

is...

“I’m so busy.”

or

“Things are hectic right now.”

Busyness has become the modern badge of honour, signalling importance, productivity, and relevance.

But why does it feel so different for everyone?



Busyness Is Relative

One person's "busy" might be another person's "normal." An executive managing a team of fifty might have the same number of meetings in a day as a sole trader has in a week, yet both can feel equally stretched.

Busyness is about:

- **Perceived control:** Do we feel in charge of our time, or do we feel pulled in every direction?
- **Alignment:** Are we busy with meaningful work, or are we busy with distractions?
- **Capacity:** Our energy levels, support systems, and mental bandwidth can differ daily and seasonally.

Because of this, "busy" is relative to our current commitments, values, and personal thresholds. Recognising this encourages compassion; both for ourselves and others. It also provides an opportunity to pause and assess whether our busyness aligns with what matters most to us.

01

Define what "busy" means for you:

Is it hours worked, mental load, number of projects, or emotional strain?

02

Audit your busyness:

Regularly check if your busyness aligns with your priorities.
Are you busy with what you want to be busy with?

03

Respect your seasons:

Be kind to yourself and others. It's OK to have a slow day sometimes.

04

Reframe your "busy":

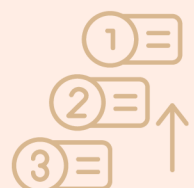
Swap "I am busy" with "I am currently inspired by..." or "I am currently working on..." This helps connect your audience with intrigue and emotion.

PRACTICAL WAYS TO NAVIGATE BUSYNESS

The Bigger Picture

Busyness, when aligned with purpose, can be energising and fulfilling. Understand your "busy", know your limits, and prioritise your values.

Prioritise your values. Start the conversation with JLM today!



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